

PRINTER'S INK

A JOURNAL FOR ADVERTISERS

VOL. LXXV.

NEW YORK, APRIL 20, 1911.

No. 3



We are receiving inquiries concerning the address recently delivered by our Mr. H. N. McKinney at Harvard University and the University of Michigan.

The title of this address is "Advertising, A Power In The Molding of Thought." We shall be glad to mail a copy on request.

The application of the power of advertising to business has been a study with us for forty-two years. It has likewise been our sole occupation. If our work for others had not been successful our words to others would not be worth while.

We should like to post you as to the Ayer & Son way of advertising.

Philadelphia

New York

Boston

Chicago

# POSTERS THAT PULL

3,000,000 people *daily* view the posters on the stations of the Subway and Elevated lines of New York and Brooklyn.

This immense circulation—guaranteed by the Public Service Commission—represents the active, productive *buying* portion of Greater New York's population.

The value of poster publicity is doubled by dignified and prepossessing settings. On these sheltered positions your advertising becomes a part of the world's greatest city transportation system.

Many of the oldest, largest and most successful advertisers in America are using these positions—and have been for years. **MAXIMUM RESULTS** is the reason.



## WARD & GOW

1 UNION SQUARE

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# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXV.

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## SIDELIGHTS ON JOHN BULL

A LEADING SUGGESTION THAT CAME FROM THE RECENT BRITISH POLITICAL ADVERTISING—LACK OF THE "WORK APPEAL" IN BRITISH CONSUMER ADVERTISING—THE "HOME SAKER" ADOPTED BY THE BRITISH POST-OFFICE—A NEW IDEA IN BOOK PUBLISHING

*By James H. Collins.*

British politics are rather funny—no more so than ours, perhaps, yet funny in their own peculiar way.

Just before Christmas the British were suddenly plunged into a general election, almost without warning, the second of the year, and among other novelties the two big parties took to newspaper advertising for the first time in British history. Posters have long been used in British elections, of course, but always by the individual Parliamentary candidates in their own districts. But now the great parties took up advertising on a national scale.

Each went at it in rather a green way, like other new advertisers. One party's leaders engaged two advertising agents and then wrote the copy themselves, with the outcome that it would have been hard to tell by some of the announcements just what party they favored, or what they wanted the voters to do. The advertising agents were very scrupulous after the campaign was over to let the trade know that they were responsible for nothing but the placing and the posting, and that they considered the copy pretty poor. The other party hired an advertising agent and an advertising consultant, and its leaders then directed what was to be said. Copy was more skillfully written. But the English

newspapers nullified the effect of this party's campaign. Naturally, it wanted to print its story in the organs of the opposition. These papers, after accepting the announcements a few times in hotly contested districts, began publishing editorials in the same issues, assuring readers that what the political advertisement on page so-and-so said was all tommyrot. Eventually they refused to accept it altogether.

On the whole, the most unenlightened behavior of the whole campaign was that of the English newspapers.

When the dust of conflict had settled, the London advertising men gathered to discuss this interesting new way of reaching the consumer in politics. Some thought the advertising had been effective, and others not. Some believed national newspaper advertising would be a feature of future elections, and others were skeptical. It came out, among other things, that the circulation of London newspapers by parties bears no relation to the political complexion of London—there being very few daily papers of the dominant party—proving clearly that Londoners buy newspapers for the news rather than party editorials, and then vote just as they please.

But one suggestion put forward at this discussion will bear consideration in the United States. The advertising man who made it said that he was a Socialist, and thought the ardent party claims put forward on each side were not calculated to reach the real consumer in politics. These claims merely tickled or antagonized the voter who had his mind made up already—in effect, it was advertising to people who already bought your brand or some other. But the real consumer for both

parties to reach, he believed, was the big percentage of Britishers who do not take the trouble to vote. The British citizen is much like the American in this. Thousands of enthusiastic partisans pour out to the political meetings during a British campaign, throw missiles at the speakers, and break each other's heads on the way home. But when the actual ballots are counted, there is an enormous stay-at-home vote. In fifty-seven election districts of London, nearly one-fourth of those registered did not take the trouble to cast their ballots—enough to have turned the election one way or the other. Some of this indifference is said to be due to an ineffective system of registering. But most of it is downright lack of interest, and even disgust. Political advertising that does not put forth arguments that will bring out this stay-at-home vote, therefore, seemed to him to be missing what might be made the most responsive part of the political consuming public. There is so much good sense in that suggestion that every American advertising manager of a newspaper might file it away, and get busy with the politicians when the next election approaches in his territory.

\* \* \*

The Yankee in London, reading English periodicals, soon finds that he is missing some of the vital advertising arguments familiar at home. Among these, one argument is most utterly absent—that which urges the reader to buy goods with which to beautify the home or save labor in the daily routine. Work isn't very fashionable in England, and the advertising copy writers seem to be afraid to suggest that the reader buy something with which to renovate his old picture frames, or cut his own lawn, or save his wife's time washing dishes. When a grate polish is advertised on British lines, the copy man assumes that he is talking to the woman who keeps several servants, and tries to show her how pleased Mary, the housemaid, will be if she orders this stuff at the

grocer's. There is even some apparent indelicacy about urging the male reader to shave himself with a safety razor. The typical British person addressed in advertising is supposed to have a valet and a butler to do all that sort of thing, you know.

Not only the advertising arguments are limited by this odd assumption, but the British market is scantily supplied with many contrivances widely sold in the United States.

There is practically no tool advertising to the public, for instance, not even the comparatively aristocratic appeal of the automobile repair kit is ventured upon. The trim American housewife shown enameling furniture, floors and bathtubs in our magazine ads is not met with, nor the ready-mixed enamels with which to do the work. True, ready-mixed American paints have been introduced in the house-painting trade, and led to some imitation by British oil and color manufacturers. But the general public knows them not. In food specialties there is only a limited range of articles offered for home preparation—a few custard powders, beef extracts, chocolates, and so forth, seem to complete the whole list. Preparation of food is so crude among the great masses of the British people that economists are continually reminding the British working-class wife about her shortcomings, holding up the French and German wives as good examples, and urging that simple cookery be taught in the public schools. Yet advertisers stick to their beautiful assumption that the reader keeps a cook as well as a housemaid, and a large section of the British lower class is undernourished, living chiefly on fried fish, bought at a corner shop. The British reader is never invited, in advertising, to build his own boat, try his hand at running an incubator, heat his house with a furnace that he can fire himself, build an extra room in the attic with patent board, or buy a peanut roaster and go into business. Our advertisers talk to the American reader like the handy man he is.

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But British advertisers talk to him as though everything were done for him by others, and feel that he would be insulted if you suggest that he take any interest in it. Probably some of the best developments in British manufacturing and advertising the next ten years will be in specialties marketed when caste is eliminated from copy and the British reader treated as the plain human being that he really is.

\* \* \*

Notwithstanding an instinctive distrust of what he calls "specialities," John Bull is developing new goods and methods, nowadays, and taking up good things from other countries. London is a good place to keep one's eyes open.

Not long ago, for example, an American dropped in over there with some of the little metal home savings banks upon which many of our financial institutions have so successfully built up deposits the past ten years. It seems rather odd that these had never reached London, yet such was apparently the case. Before this Yankee went out to canvass the British trustee savings banks, somebody suggested that he show his banks to the Postmaster-General. John Bull's government maintains the largest savings institution in the world. The suggestion was followed, and it is said that the Postmaster-General not only gave a very substantial order for home-savers to be put out among his depositors, but that special emphasis was laid on quick deliveries.

Gasoline is being aggressively advertised through London daily papers. A good deal of British capital is now going into oil field development all over the world, and petroleum products are appearing to compete with American goods. A brand of petrol called "Shell Motor Spirit" is kept before automobile, motor boat and aeroplane owners in connection with flights, runs and races reported in newspapers. This gasoline is made from a Sumatra petroleum controlled by a British corporation which claims

that it is superior to other products of the sort by reason of distinctive characteristics in the raw material, being put out as unaffected by extremes of cold or heat, dense or rarefied atmosphere, and giving more miles of travel to the gallon. It is marketed in special cans, under seal, and brings a higher price. The newspaper copy is very good. Some advertising for Pratt's gasoline, a competing American brand, is also seen in English dailies.

Another interesting development in the British market is that of "periodical books." Book publishing is feeling the competition of magazines and newspapers in all countries. It is a business of infinite detail and many small charges—a very moderate bill of books sent to a retail bookseller makes up an array of petty items as long as a European hotel bill. Book publishers have also the handicap of an insufficient retail outlet, and are constantly advertising the latest new book in a way that builds practically no cumulative prestige for the business, as all the advertising put behind the current novel becomes useless as soon as that novel is superseded by the next one put on the market.

But these difficulties have lately been overcome by Thomas Nelson & Son, the Edinburgh publishers. They are issuing sevenpenny reprints of copyright novels by arrangement with other publishers, and also shilling reprints of biographies, histories, travels and other solid works. These books are published in two "libraries," with uniform bindings. It was anticipated at the outset that each work would sell well for a time because it was cheap. But the periodical idea has given cumulative results. The public not only buys each new work as it comes out, but keeps buying the back issues. All advertising done for the libraries creates interest in the whole series, and periodical publication leads the public to watch for the latest additions. The retail bookseller, instead of miscellaneous scattered books, has a whole row of books that give

his customers a range for selection, and he keeps his stock intact because these works are staple. When the plan was started it was hoped that the public would take one book a month in each series. But the success has been so good that now a new work is put out every two weeks. The idea has been taken over to Paris and is said to be causing a revolution in the book trade there, and now the firm is preparing to enter Germany with the same plan.

#### ADVERTISING ASTOR CENTENNIAL

"We have \$30,000 to spend for publicity work in connection with the Astor centennial," John Day, manager of the centennial celebration, told the Portland (Ore.) Ad Club on April 5, "and as thousands of visitors to Astoria will pass through Portland en route to the city at the mouth of the Columbia, Portland should help to advertise the centennial in every way.

"In connection with our advertising campaign we have sent out 1,000,000 railroad folders and 600,000 booklets to the centers of population in the East. The centennial will be a valuable advertising medium for the entire state."

George T. Atchley and Secretary J. E. Platt of the South Dakota Bankers' Association, were the other speakers.

#### COPY CLUB DISCUSSES RETAIL CHARGES AND PRESS AGENTS

At the April meeting of the Copy Club Don Seitz, business manager of the New York *World*, discussed the responsibility of advertising for the increased cost of living. He said it is not advertising but convenience and time saved which is responsible for higher prices than prevailed a few years ago. He illustrated it by the cost of Uneda Biscuit, which could not be duplicated in one's own kitchen for several times the charge per package.

Contrasting the past with the present, he said, that formerly the storekeeper sold while to-day the customer buys; that is, formerly the customer took what the storekeeper happened to have while now the storekeeper has what the customer wants.

\$60 a month for delivery charges, \$250 a year for telephone and corner store rent, all demanded by present-day shoppers, are other factors in increasing the cost of living.

Channing Pollock, the playwright, discussed the passing of the press agent and assigned his passing to the fact that so much "live" news matter must be excluded that there is no longer any room for press agent yarns.

Emerson P. Harris defended advertising against the charge that it increased the cost of living but protested against the over-pricing of advertised goods.

#### \$2,350,000 TO ADVERTISE CANADA

"Community advertising is a big business," says Charles F. Roland, commissioner for Winnipeg, Manitoba, of the Winnipeg Development and Industrial Bureau. "In 1910 \$7,500,000 was expended by cities and districts in the United States. Last year the Canadian appropriation was \$900,000 and for this year \$1,150,000 is the estimate. The several provincial appropriations this year will exceed \$500,000, and that will be supplemented by even a greater sum by the three Canadian transcontinental railway systems.

"Canadian cities and towns will add another \$250,000, which makes a probable total of \$2,350,000 for community advertising for 1911.

"That community advertising has proved effective," said Mr. Roland in a recent address before a convention of delegates at Dauphin, Manitoba, "is easily shown by the many cities, towns and districts in Western Canada that have organized for that purpose.

"Four years ago we formed in Winnipeg an official institution under the name of the Winnipeg Development and Industrial Bureau. We started out with representatives of several business bodies, headed by the City Council. We have to-day thirty-eight representatives of eighteen business bodies on the board of directors, having 8,700 affiliated members, 425 of whom are business firms. These firms pay an annual membership fees of \$20, and every year they appoint a delegation to wait upon the City Council and ask for an appropriation.

"That the city fathers appreciate the work we are doing is shown by the fact that in 1906 the city grant was \$1,500; in 1907, \$3,000; in 1908, \$6,000; in 1909, \$10,000; and in 1910, \$25,000.

"During the past four years we have handled 68,000 inquiries for information about Winnipeg and Western Canada. In answering these we have sent out as many letters and have distributed over 2,000,000 pieces of printed matter and over 1,000,000 lines of news matter to magazines and newspapers in the British Isles, Canada and the United States. This four years' campaign has cost Winnipeg \$61,315.

"We are proud to publish statistics that show increases in the past four years that are unequaled by any city on the continent. Our assessment values have jumped from \$80,511,000 in 1906 to \$157,608,000 in 1910, nearly double in four years; our bank clearings have risen from \$504,585,000 to \$953,415,000, nearly double. We have erected in the past four years \$48,777,000 worth of new buildings within our city limits, our population has increased from 122,000 to 175,000, and we have added over seventy new manufacturing plants which has increased our annual manufactured output from \$18,000,000 in 1906 to \$36,600,000 in 1910, more than double."

A. B. Cargill has been made advertising manager of the Milwaukee *Sentinel*.

# ADVERTISING A RAILROAD'S TROUBLES IN THE NEWSPAPERS

QUEEN AND CRESCENT ROUTE MADE NEW RECORD—TOOK PUBLIC INTO FULL CONFIDENCE—FORCED ARBITRATION BY CREATING OPINION—A NEW AD FIELD

By Ren Mulford, Jr.,

Vice-President of The Blaine-Thompson Company, Cincinnati.

The Queen & Crescent Route, lessees of the Cincinnati Southern, which is the only American railroad owned by a municipality, has just passed through the strenuous experience of a strike among its white firemen. It was the first strike in railroad history in which advertising played a tremendous part in paying the way to arbitration.

Newspaper readers in Cincinnati and other cities through which the Queen & Crescent passes, were surprised not many days ago at the appearance of a novel ad.

"Trouble" is not the usual subject matter of advertising, but on this occasion the Queen & Crescent took the general public into its confidence.

Without any display of sensationalism the management of the road proceeded to "tell their troubles," in display across six columns, prefacing the statement with the declaration that the road "believes that the public should be advised of the reasons for the present difficulty with the white firemen who left the service of the company."

In bold-face type the story was told and beneath the recital was the name of H. Baker, general manager.

There was remarkable significance in the new plan of meeting trouble in which the public was quite as vitally interested as the operating railroad. Taking the people into their confidence through the medium of the advertising columns of daily news-

papers was an out-of-the-ordinary proceeding.

The most striking sentence in the advertised statement was as follows:

Although the Management of The Cincinnati, New Orleans & Texas Pacific Railway Company has been always willing to accept the services of Judge Knapp as mediator, the officers of the firemen's organization and the committee representing the firemen have declined to accept his services.

The effect the publication had upon efforts for settlement does not seem to be problematical, because the strike was short-lived and Judge Knapp *did* figure in the adjustment.

The advertising certainly acted as a buffer against possible adverse opinion and enabled the

## The Cincinnati, New Orleans & Texas Pacific Railway Co. NOTICE

TO THE PUBLIC

Thursday, March 28, 1922.

The Management of The Cincinnati, New Orleans & Texas Pacific Railway Company hereby advises that the public should be advised of the reasons for the present difficulty with the white firemen who left the service of the Company on March 8, 1922.

The effect of the strike was short-lived and Judge Knapp *did* figure in the adjustment.

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The Company desired to present this statement, and the committee representing the white firemen, some of whose names are given in the accompanying list, to the public.

The Management of The Cincinnati, New Orleans & Texas Pacific Railway Company hereby advises that the public should be advised of the reasons for the present difficulty with the white firemen who left the service of the Company on March 8, 1922.

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PRESENTING THE RAILROAD'S CASE TO THE PUBLIC

Queen & Crescent to dispassionately present their side of the argument to the shipping and traveling public, which was as greatly interested in the outcome as the directors of the road themselves. The fact that on March 24, just fifteen days after the strike was called, the trouble was adjusted, may be accepted as proof that the Queen & Crescent plan of using ads as aids to arbitration of labor troubles proved highly successful.

The Gray Advertising Service, Philadelphia, has recently made two additions to its staff. W. Courtwright Smith, formerly connected with the advertising department of the Sharples Cream Separator Company, and later with the Ireland Advertising Agency, takes charge of the farm journal and out-of-town accounts, and William L. Day, until recently at the head of the advertising department of the Welsbach Company, is in charge of the Gray copy department.

## GIVING REFERENCES FOR YOUR PRODUCT

HOW THE SEALSHIP OYSTER COMPANY BANISHED THE FEAR OF TYPHOID—MAKING BIG HOTELS AND HOSPITALS SELL BEDS AND MATTRESSES IN MAGAZINE COPY—THE TESTIMONIAL MOST USEFUL WHEN CLASSIFIED—MOST EFFICIENT FORCE IN SELLING AUTOMOBILES

By Lynn G. Wright.

Have you provided references for your product? Or are you one of those half-dozen or so users of space whose "say so" is enough to compel belief in your claims up



PLAYING UP U. S. ARMY AS RECOMMENDATION

and down the land? It is important to write in your advertising the whole truth and nothing but the truth about your goods. It is still more important to have this believed by readers.

The "reference," it may be well to explain, is an "O. K." of the goods, expressed or implied, given by men or institutions whose judgment is authoritative and is so generally regarded. It may be described as the testimonial in both its active and passive forms—a signed letter explicitly indorsing the product or a presentation of a name or list of names of those who

have investigated as experts and, by purchase or otherwise, have shown their conviction that the product is good.

As appearing in periodical and follow-up publicity the "reference" is a nationalized bigger brother of the good old method used, for instance, by the book agent, who aimed first, upon entering a town, to secure the order of the lawyer or clergyman, men whose judgment of literary quality is supposed to have weight with their townspeople.

L. C. Brooks, of the Sealship Oyster Company, gave his company a scientific reference in a most interesting way. After he had perfected the Sealshipticase, a contrivance advertised to carry oysters to the interior in an absolutely fresh state, he encountered a serious barrier to as wide consumption of his oysters as he hoped. Since the public awakened to the importance of having pure foods, many people have suspected the oyster, because it is known to be sometimes the source of typhoid.

This sentiment against the oyster *per se* was sufficient to give the selling campaign a great big ache. It must have a great big remedy—one that would absolutely sweep away the fear of typhoid and let the Missourian eat his oysters in an appetizing satisfaction, unharried by fear.

Mr. Brooks decided that if he could give his claims a reference of undoubted authority, the difficulty would be done away with. He contracted with the Lederle Laboratories to supervise the process of gathering and packing the oysters.

The agreement, to quote Dr. H. D. Peaslee, director of the Lederle department of bacteriology, provides "for the rendering of services in all sanitary aspects of the oyster company's work and includes consultations, suggestions, studies, investigations, inspections, laboratory tests, analyses and examinations."

An alliance of this kind, which allows a commercial enterprise to benefit from the mighty indorsement of a well-known scientific house, must act to give the advertising a powerful drive.

Modern advertising consists of a very few arguments that have a capacity for almost infinite adaptation. It was inevitable that the testimonial, one of the "original" selling arguments, should live down its shady past, and under the guidance of ingenious advertisers be thus enlarged and extended to do its full share in national salesmanship.

The Barcalo Manufacturing Company, of Buffalo, making bedsteads, used the reference idea in a novel fashion in a recent magazine advertisement. Hotels, particularly if they are well known for the conveniences they give the traveling public, may be presumed to be good judges of sleeping appliances. Most hotels also are averse to having themselves mentioned in the public prints as indorsers of this or that brand of goods. Keen for all manner of publicity themselves, particularly if it is free, they sternly forbid any one to make advertising material out of them.

Nothing discouraged, the Barcalo company contrived an advertisement for their bedsteads, headed: "Used in the best hotels." This would have been an empty phrase unless backed up by proof of some kind. The copy writer, appreciating this need, sketched in a dozen or so hotels in a conglomerate illustration at the top. Most people who have traveled at all would recognize one or more of these from their structural peculiarities. The inference is obvious that these discriminating buyers of bedroom furnishings have selected the Barcalo. The indorsement is perhaps the stronger for being thus suggested rather than explicitly stated.

In a similar, but more precise manner, the Carter White Lead Company prints a picture of the White House at Washington in its advertising, a proof that this company's paint has passed muster with the experts of the Government. The National Lead Company some time ago derived advertising advantage by a booklet entitled, "Well Painted Buildings," wherein were shown in photographs houses and office buildings of well-known people and con-

cerns, painted with National Lead paint. The houses were classified by states, so that the chances were good that a reader would find one house with which he was somewhat familiar and for whose owner he had more or less respect as a buyer.

Even the Ostermoor Company, manufacturing mattresses, which has as much license to expect belief in its unsupported statements as any advertiser, finds it advisable occasionally to renew the confidence of readers by giving good references. In one of its booklets

## Kelly-Springfield

### Automobile Tires



There can be no substitute for quality in an automobile tire, any more than there can be a substitute for knowledge of road requirements and how to meet them. Under the name, Kelly-Springfield, knowledge and quality combine to make a tire as perfect as a motor car tire can be made.

On my 40 h. p. LaSalle, I have driven a Kelly-Springfield Tire over 12,000 miles, and I know these tires give a greater mileage than any other make I have tried.

114 DOWNEY, 4 Lane Great City Car.

See Kelly-Springfield Tires on your automobile. They are in more than any other tire and are better.

**Consolidated Rubber Tire Co.**  
30 West Street, New York  
BRANCH OFFICES:  
New York, Chicago, Philadelphia, Boston, St. Louis, Denver, Cincinnati, St. Francisco, Los Angeles and Alhambra, Ohio.

A TESTIMONIAL AS A PART OF THE AD;  
A BOOKLET OF THEM USED AS FOLLOW UP

it calls certain good hotels to witness the claims of its mattress and emphasizes the fact that its goods are in constant use in many hospitals, where, if anywhere, mattresses are chosen for their comfort-giving and lasting qualities. Interior views of hospitals are printed, names of the institutions are given and letters from hospital superintendents are furnished.

The reference is more adaptable to interesting and ingenious treatment than the signed testimonial. Its uses range from the famous Knox hat, "highest type of hat and man" ad, to the impressive advertising of the Autocar Company Works making motor trucks.

Whether or not the testimonial is fairly out from under the cloud,

the testimonial reference is in high favor with competent advertising men. O. C. Harn, of the National Lead Company, says that it is one of the strongest selling arguments possible to find. All people cannot be experts as buyers of all kinds of merchandise; therefore many people will do the next best thing and buy upon the indorsement of some one whose judgment they respect. The difficulty is to make this kind of advertising interesting and authoritative. "Given these qualities in a testimonial advertisement," Mr. Harn says, "you can find no more effective selling argument."

Montgomery Hallowell, advertising manager of the United States Motor Company, says that it is practically impossible to write selling arguments for automobiles without making use in some form or other of the testimonial reference. He called attention to the fact that the Packard car is being sold upon the slogan, "Ask the owner." The Alden Sampson motor truck is being advertised with a string of illustrations across the top showing cars being operated by well-known companies. On the ends of the seats in these pictures appear the names of the purchasers, among them that of the New England Telephone Company. This sort of copy, Mr. Hallowell is sure, naturally carries deeper conviction than reams of unsupported claims of superiority and pages of mechanical analysis of construction. It at once answers the question: "Is it efficient?"

In the battery of advertising matter promoting the Maxwell car, are classified booklets about the "Maxwell as a Business Proposition." One argues the car for the use of physicians, another for salesmen, and still another for farmers. Along with the conventional explanation of construction are references to salesmen, or physicians who have used the Maxwell with profit to their daily work. These booklets are for the most part comprised of references to people who have bought the car for business use and who have taken the trouble to figure out the saving in time the car has af-

forded, over the horse and buggy or the railroad train. The last page of the salesman's booklet is devoted to a list of firms, in small print, which are using the Maxwell because they have found the car to be economically better than the other means of conveyance.

Advertising that has such a substantial reference as this has "meat," and it brings results because the advertising sales talk proves its case in a manner to satisfy an intelligent prospect.

#### ADVERTISING PROVISIONS IN CHARTER

In the charter adopted by the City of Oakland, Calif., and sent up to the legislature for approval, the following powers are granted the city and council under the commission form of government:

"To appropriate and spend money from the funds of the city for any and all of the following purposes:

"(a) Reception and entertainment of public guests;

"(b) Assistance and entertainment of public celebrations held by the city at large;

"(c) To aid in or carry on the work of inducing immigration to the city;

"(d) To exhibit manufactured and other products of the city;

"(e) Generally for the purpose of advertising the city;

"Provided, however, that the aggregate expenditure for all of said purposes shall not exceed in any fiscal year the sum of two and one-half (2½) cents on each one hundred dollars of valuation of assessable property of the City of Oakland."

This is probably the first city to embody such provisions in its charter.

#### SMALL SPACE ADVERTISING

"The general trouble of the small space advertiser," points out Ward Macauley, of Macauley Brothers, Detroit, "is much the same as that of the gentleman who left a little matter unexplained to his wife for three months because he didn't like to interrupt her."

"The small space advertiser has so little chance to talk! He gets in a few abbreviated sentences here and there, but he has so little chance to tell the whole story."

"They say that an advertisement is a salesman in print. Well, wouldn't it have to be a pretty clever salesman who could complete the sale with only a sharp, trenchant sentence or so?"

"The big advertiser has a chance to let the prospective customers view his claims from all angles, the little man is lucky to impress them from one side."

Mr. Macauley was addressing the Detroit Adcraft Club on April 6, the general subjects being "Small Space Advertising," and Macauley's "The Problems of the Small Space Advertiser."

## THINGS TO KNOW ABOUT CATALOGUE BUILDING

AN ADVERTISING MAN BELIEVES IT SHOULD NOT BE FILLED WITH SOLICITATION—DISTRIBUTION AND FOLLOW-UP—SAVING EXPENSE IN PAPER AND PRINTING

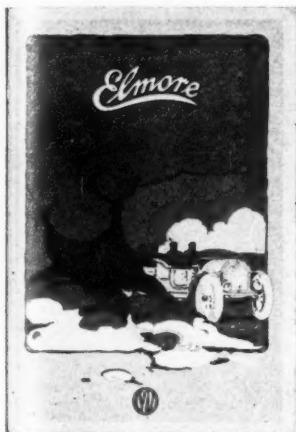
The halo surrounding the advertising man in the minds of many tyros is often due to their conception of him as drafting vital expensive magazine ads and marvelous catch-phrases every hour and every day.

If they were told that many an advertising man's time is taken up very considerably upon such dry and seemingly dull things as catalogue-building, they would not be so worshipful.

Yet the very extensiveness and many-sided nature of catalogue-building is a challenge to the ad-

to Make a Catalogue Pay." Among other things, he said:

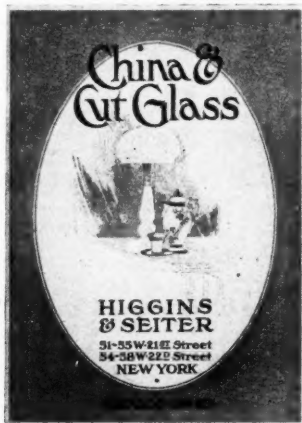
"My idea of a catalogue is an enumeration of the articles you make or sell with a concise, clear description of their construction and uses, together with their prices. It is an educational reference book, telling your possible buyer what he can expect to get when he buys your goods and what they are good for. It is not an advertising booklet—it is not



STRIKING COVER EFFECTS IN FLAT MASS  
COLORING

vertising man's organizing ability, his skill at condensing and his technical equipment.

That this is becoming recognized is proved by the fact that advertising clubs have been taking up the subject for discussion. At the Detroit Adcraft Club recently James Strasburg, advertising manager of the American Electric Heater Company, spoke on "How



DELICATELY EMBOSSED CATALOGUE COVER

a cry for business. It is not to be filled with direct solicitation for orders. Put direct sales appeal into it, if you please, but do not clutter it with this. Its selling appeal lies primarily in the simplicity of arrangement, definiteness and completeness of information—by illustration and word picture—and ease of finding this information.

"That treatment in itself I believe to be the first essential in order to make a catalogue pay.

"The next step would be to try to get this catalogue into the hands of as many buyers as I could find whom I hoped to put on my books. Do not understand me to say that I would scatter my catalogue broadcast. I believe that one way to make a catalogue pay is not to send it out—to



everybody. Make a certain class of trade cry for it. Make what is termed a general distribution, but look to your catalogue mailing list. Prune the 'dead ones.' If possible, get the individual name of the proper party or names of the proper parties in certain concerns and address your catalogues accordingly—but be sure to get the right names.

"Remember that the catalogue is only one link in the chain of advertising and selling that pulls the business your way. It is dependent on the other links and the other links are dependent upon it. To make it 'cash in' at

of his book; this loss and waste should appeal to every business man as well as an advertising man. If a business justifies the making of a catalogue, it is certainly of enough importance that it should call for care in preparation and planning along accurate lines and thereby result in a saving in the cost of printing. Here is where the boss, the manager, the sales manager and the advertising manager should get together and complete plans before they go to the printer; but, as a rule, they generally get together after the proof is submitted and decide, after calling into consultation the stenographer, bookkeeper, office boy and others."

Speaking also before the Detroit Adcraft Club, William S. Power, of the MacManus Co., recently said, on the subject of making catalogues:

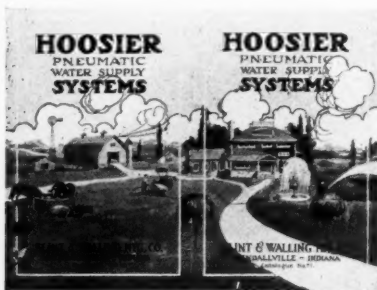
"There are as many breeds of catalogues as there are of dogs—and they differ just about as widely in style and character.

"It isn't always apparent to the naked eye, however, that the makers of catalogues recognize this difference. They are just

as apt to send out a book of the bulldog variety to do the work that ought to be assigned to a French poodle or a Skye terrier as they are to get the combination properly adjusted.

"The first essential of a really successful catalogue is that it shall fit in every detail of style and character the particular work that is going to be assigned to it.

"We will have to eliminate the catalogues that are simply catalogues and nothing else—trade directories of goods and prices. They have their place in the business world, but they appeal to the copy writer with just about the same force that the compiling of a city directory appeals to a writer of comic opera. The building of that kind of a catalogue can't be classed under any literary head at all—it is manual labor.



MAKING A CATALOGUE COVER A VISUAL DEMONSTRATION

the greatest value, all of them should be strong."

The conservation of printing expense is also an important matter, and one which Fred E. Johnston, speaking before the Dallas (Texas) Advertising League, recently dwelt upon to a considerable extent. He said, in part:

"Out of nine hundred and seventy-three catalogues which he printed, but sixty-one were printed within the original figures, showing that the copy for these sixty-one catalogues had been prepared in a manner making it possible for the job to be handled as per contract, or was handled by an advertising man who knew the game.

"The advertising man is costing the customer fully thirty per cent more than he should, on account of poor preparation and planning

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"The catalogues that appeal to the consumer, however, and that are intended to create demand and make sales have a copy side to them that appeals very strongly to the man who has the advertising instinct.

"There are possibilities in the catalogue—possibilities that are often killed in the boring because somebody failed to realize that the copy end of the work was really an important consideration.

"I have heard it said that something like a hundred-million dollars is expended every year in catalogue making and catalogue

we have most other lines of advertising effort. In most instances it has been simply a case of getting a piece of more or less attractive printing and letting it go at that. We have been placing the emphasis on the illustrations and the printing and forgetting that even a well-dressed messenger must carry a real message if he is going to earn the price of the shoe leather he wears out.

"The thing that vitalizes it—that gives it selling force—is the message it carries. The story it has to tell.

"Would it help some if, in the planning of our catalogue, we could remember that we are in the act of creating a salesman? A salesman that we are going to send out into a particular territory to tell our business story to prospective customers? And this particular salesman is going to tell that story exactly as we give it to him. He won't be subject to moods and environments—he won't be affected by weather conditions.

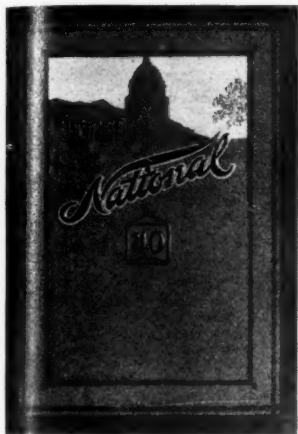
"If he has a winning story he will sell goods. If he is simply a good-looking, well-dressed fop, without any particular story to tell, or a hot-air artist that four-flushes through half a ream of paper without saying anything, the business that results isn't going to work the factory overtime."

#### ANOTHER DIATRIBE ON THE PACKAGE

That the present high cost of living is due to the high prices paid for the glass jars and tins and paper boxes in which foods are put up and not to the recent Republican Administration is the contention of Dr. Joseph Lawrence Henderson, professor of biological chemistry at the Harvard Medical Schools.

"The average person spends about one-third of his income for food," says Dr. Henderson. "One-half this amount goes to pay for the glass, tin and paper boxes which, although not absolutely necessary are very convenient. Ignorant buying, also, has a great deal to do with the high cost of living."

The Publicity Club of New Haven, Conn., will hold its annual banquet April 25. The speakers will be Robert Frothingham, advertising manager of the Butterick Publishing Company; George H. Perry, of New York, and F. W. Aldred, chief crier of Town Criers Club, of Providence, R. I.



SUGGESTIVE COVER DESIGN, RELIEVED WITH EMBOSSED

mailing. I know of one instance in which \$143,000 was put into a single issue of one catalogue—and yet in spite of these stupendous figures I expect there is no line of advertising effort in which the percentage of efficiency would average as low as it does in the catalogue field.

"Anything approximating 100 per cent efficiency in a catalogue is so rare that it would scarcely be recognized.

"The trouble in most cases, I think, is due to the fact that we haven't taken the catalogue proposition seriously enough. We haven't analyzed it as carefully as

# Ethridge

## C O P Y P R I N T I N G



Strained and unnatural effects in the pictures and words used in advertising are generally ineffective. The public is most impressed by the clear, obvious thing—calling a spade a spade creates a far stronger impression than does an attempt to dress it up so that it will appear something else. A tired, hot, nerve-racked stranger, traveling through the great desert, thrust his head out of the car window and thus addressed a native who stood leaning up against the little station. "Say," he snapped, "what do you call this dirty, dismal, desolate, disreputable, disconsolate, God-forsaken hole, anyway?" The native shifted his quid and replied, reflectively: "That sounds about like it to me, stranger. Why not let it go at that?"

\* \* \*

*The Ethridge Company, Gentlemen:* If you remember, some time ago you made a series of ads for us for the — Company. It may interest you to know that this advertising is



pulling wonderfully well. It has gone far beyond our expectations and the advertisers are very much pleased, having several times voluntarily written us of the splendid results they are getting.

*(Extract from letter received by the Ethridge Company.)*

\* \* \*

It takes a lot of good advertising to drive a point home, as the following illustrates:

One of the best known advertising managers in America called on us recently and later told a friend that he was astonished to find, that we had at work here artists of national reputation, working from live models. We thought everybody understood that long ago.

\* \* \*

Overdone advertising is almost as bad as the half-baked kind. There is a place to stop in your arguments and your solicitations—a point where you should wait till the next time. And it's a great thing to know

# Shop Talk

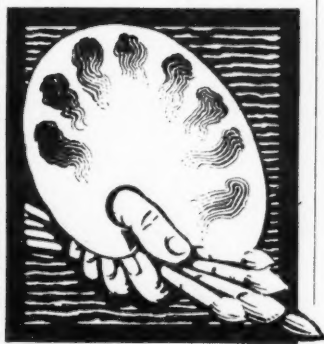
## ENGRAVING ILLUSTRATION



just where that point is. Mark Twain used to tell a story of hearing an eloquent preacher plead for money for the foreign missions. He talked so strongly and drove his points home so convincingly that in a very short time he had Mark in a state of mind where he was ready and willing to contribute \$100 to the cause. But the preacher rambled on and on, growing flat and tiresome as he proceeded. Mark's enthusiasm went down, down, down—so he said—until at last, when the plate was passed, he stole fifty cents from it instead of contributing anything!

*The Ethridge Company, Gentlemen:* I desire to express my appreciation of the excellent service rendered us by your company in connection with the preparation of advertising designs for our recent campaign.

I believe that the excellence of this service was due in no small measure to the personal supervision of the work by your Mr. Alfred Ethridge.



Your work has been entirely satisfactory, and you may refer to me at any time that you desire an endorsement of your service.

*(Extract from letter from Telephone Company)*

\* \* \*

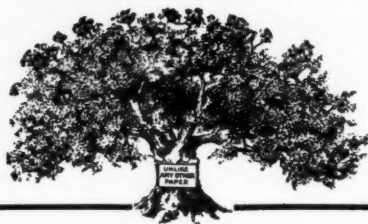
For a good many years we have been in almost daily conversation and consultation with the shrewdest, keenest and most successful American business men. The solution of their many and various problems has formed a part of our daily life. Aside from our advertising skill, is it not highly probable that we have amassed a good deal of information and experience that would be useful in solving your marketing problems?

**The Ethridge Company**

**Madison Square Building  
Madison Square, North  
(25 East 26th Street)**

**New York City**

**Telephones: 7890-7891-7892-7893  
Madison Square**



## The Kind of Subscribers We Have

Mr. John E. Lees of West Virginia has written us regarding the Farm Journal:

"I have got my subscription paid to December 1919. If I knew how long I was going to live I could tell you how long I was going to take the Farm Journal."

Can you picture several hundred thousands of these men (and their wives and children) looking forward eagerly to the arrival of the Farm Journal, reading every page of it with intense interest and perfect confidence and then—read and re-read until the next issue comes?

Without studying the Farm Journal itself and the peculiar hold it has on its readers, you can never account for its wonderful advertising results.

Absolute truth belongs to our expression "unlike any other paper."

The June issue will consist of more than 760,000 copies. Forms close May 5th, and the rate is \$3.50 per line. We employ no solicitors, order through any good agency, or direct.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
**PHILADELPHIA**

## NEWSPAPER COPY THAT PEOPLE MUST READ

ADVERTISING'S RELATION TO THE  
GROWTH OF READING ABILITY—THE  
THUNDERSTORM AND "YELLOW"  
JOURNALISM—AN EXAMPLE OF  
THE POWER OF COMPARISON IN  
WRITING

By Arthur Brisbane.

[NOTE.—The following are extracts from an address by Mr. Brisbane, editor of the New York *Evening Journal*, before the Syracuse (N. Y.) Advertising Club.]

Advertising men should remember with pride and satisfaction that *this is the first generation that can read*. When I was a boy on the farm the servant that could read was the exception. I had a colored servant recently who could neither read nor write, but his brother was valedictorian at college. The person who cannot read now is almost a curiosity.

Advertising men represent our speech on a big scale. Publicity, advertising, is to the human race what speech is to the individual.

For many ages man lived without speech. The individuals learned by experience and then died, and the next had to learn all over again. Then man acquired the art of speech, and the art of printing and finally the art of reading.

Newspapers are in their infancy—they have only just begun.

The most difficult and the most useful thing, whether in an editorial or an advertisement, is that it be such as the man who reads must understand, not *can* understand, but *must*. Tell the story quickly.

Speaking of yellow journalism, I once addressed a body of Presbyterian clergymen, who admitted they did not like black type, red ink and colored supplements. I referred them to a storm which had gathered and children who had heeded the black cloud and scampered away to shelter.

"That sky was being edited by a great journalist," I told them; "He used black type."

"Do you see that black cloud?" I asked. "It's the blackest I ever

saw. The editor of that is in earnest. Soon you will see streaks of light. That's our red ink. Then comes the rainbow. That's our colored supplement. I only regret that I cannot put the thunder on the front page."

Let me tell you of the value of comparison: If I show you a picture of a pebble half an inch high on a magazine page and ask you how high it is, you cannot tell. But if I put a housefly beside it twice as large as the pebble, you say it is a grain of sand. If I take out the fly and put a man on horseback on top of the pebble you say it is a bowlder. If I take out the horse and man and paint a sea with ship which appears small beside it, you say it is a mountain.

When you write and can find an exact comparison, you give an exact idea.

I don't like to talk in the abstract, and God forbid that I should ever be called scholarly. Use a picture. It's worth a thousand words. Use a picture with five words, a comparison in thirty words. Here are ten lines from "Macbeth," the most striking example of comparison I know:

To-morrow and to-morrow and to-morrow,  
Creeps in this petty pace from day to day  
To the last syllable of recorded time,  
And all our yesterdays have lighted  
fools  
The way to dusty death. Out, out, brief  
candle,  
Life's but a walking shadow, a poor  
player  
That struts and frets his hour upon the  
stage  
And then is heard no more; it is a tale  
Told by an idiot, full of sound and  
fury,  
Signifying nothing.

That's the way to write stuff  
If you can write like that, your  
name is Shakespeare.

### OUTSIDE NEWSPAPERS REFUSE CHICAGO STORE ADS

Lately Chicago department stores, notably The Fair, have made tempting offers of page ads to newspapers in nearby towns, but they have been generally refused out of loyalty to their local merchant patrons. For example, Racine dailies turned down orders from The Fair for twenty-five pages, coming to about \$700 per paper.

## THE NATIONAL ADVERTISER AND RETAIL SALESMANSHIP

STUMBLING BLOCKS IN RETAIL CLERKS WHO DO NOT KNOW HOW TO SELL—THE DIFFERENCES IN ADVERTISING RELATION TO SALESMANSHIP—LACK OF ABILITY IN SELLING ADVERTISING—ADDRESS BEFORE SPHINX CLUB, NEW YORK, APRIL II

By H. C. Brown,

Advertising Manager, Victor Talking Machine Co., Camden, N. J.

To say that salesmanship is an "adjunct" to advertising may seem ridiculous, but is it? I seriously question whether any one can separate or define the difference between salesmanship and advertising—tell where one stops and the other begins. All salesmanship is advertising, all advertising is salesmanship. One is the spoken word to the individual; the other the written and illustrated argument that reaches thousands, tens of thousands, and millions, according to how much the "men behind" have to spend.

The small difference between advertising and salesmanship is brought home to me every day, for it is part of my duty as advertising manager to build up a better understanding of salesmanship among the 10,000 contracted dealers who sell Victor Talking Machines.

As an advertising man, my very greatest problem is to teach retail salesmanship to those who sell our goods. We must educate retailers to begin their salesmanship where our advertising stops—carry to an ultimate conclusion the work which our advertising can only begin. It takes unceasing and effective work to accomplish this, and I sometimes wonder whether we ought to expect that advertising which impresses advertising men will impress small dealers. We often assume that it does, but it doesn't, because their minds are not trained in that direction, and consequently, they do not evince that appreciation of national advertising that

we sometimes think they ought.

Not all of us, either, properly distinguish between the kinds of selling propositions where salesmanship and advertising have relative degrees of importance. There are many lines where advertising must almost kneel to sales—it is not the power that drives the business. The selling organization is the heart and soul of the business. A prominent example is that of the Singer Sewing Machine business, which is built on organized selling force, engineered with remarkable skill and care. In an instance like this, advertising is necessarily a follower, not a leader. But I do not believe that Ivory Soap, Sapolio, Arrow Collars, Bon Ami or others of the same class, are properly supported by anything else than advertising. They have achieved through long-continued advertising the selling goal of making people go into a store and very definitely want those brands.

Most people would place the automobile in the class built up by advertising. I do not. I believe that automobile *selling organizations* have been the effective agents. I do not believe that advertising devoted in any great degree to mechanical argument gets very far. The Chalmers and Pierce-Arrow advertising of the newer kind dwells upon the *great pleasure* of the automobile, and this, to my mind, is the vital element. The principle is equally true of talking machines or any other such commodity. I do not believe for instance, that our "triple spring motor" argument matters any more to the public than if we had put a triple expansion engine into the machine; and so long as the living voices of Caruso and Melba issue forth in all their brilliancy they are satisfied. What the public is interested in is what it accomplishes, what it can add to human pleasure and profit. What things *do* for people are the powerful arguments.

That is why I think retail salesmanship is such a necessity. More sales are lost because the salesman does not know or cannot tell the arguments bearing on these points than in any other way. I

have been in a great many department stores, but have yet to be impressed with any real retail salesmanship. I have asked for many advertised articles, and they have been handed out to me perfunctorily, when I knew at the time that a little interest on the part of the salesman would have sold me other goods. I go into a store and ask for Johnson's Shaving Cream. In nine cases out of ten I get it and pass out, and no salesman ever says to me, "Have you ever tried a few drops of Dioxogen with your shaving? Are you satisfied with the razor that you are using?" Or "I am sure that if you have a moment I can show you how you might get a better and quicker shave with the Durham Duplex. Do you have a good shaving brush?" Without pestering people more than good salesmanship calls for, the right kind of salesman behind the counter can multiply very greatly the sales made.

However, not only salesmen in stores, but salesmen for advertising seem to need improvement. The most expert sales brains in all business are being devoted to advertising, but in many instances agents and representatives of publications, and especially salesmen for lithographers, printers and novelty houses, are soliciting business without any definite ideas or plans to offer. I constantly have printing and lithography running up into thousands of dollars to place, and I am entirely open to conviction; but although I have been with the Victor for five years, I have yet to remember one of the lithographers or printers or novelty men coming to me *with a proposition*—that is, with some practical ideas from my point of view.

Advertising never was and never will be a game. It is an industry. It has made manufacturing plants possible where they were not possible before; it has furnished life-blood to the magazines and newspapers, enabling them to pay good prices for articles and illustrations, and has generally vitalized business and manufacture. It is an industry here to stay.

## ADVERTISING AND CLEANLINESS

The American woman is being educated to the value of auxiliaries to cleanliness in the home by advertising appearing in *The Ladies' World* and kindred magazines.

As an example, there is no exaggeration in the statement that *The Ladies' World* has introduced to several hundred thousand women the value of Bon Ami as a household necessity.

Letters like the following are coming into our editorial offices by hundreds:

"Gentlemen:

Bon Ami is indeed a friend whether spelled in French or English for cleaning porcelain sinks and bath tubs, removing with little effort all hardened sediment from such surfaces. For windows, mirrors, oilcloth, as well as all kitchen utensils, it is unequalled.

Mrs. R. B. R.—  
Buffalo, N. Y."

Into every room of a *Ladies' World* home Bon Ami is finding its way.

Every other product has a like possibility.

THE  
**LADIES' WORLD**  
NEW YORK

## NEWSPAPER CO-OPERATION WITH NATIONAL ADVERTISERS

A SUGGESTION FOR SECURING LOCAL DATA OF MUCH VALUE TO NATIONAL ADVERTISERS—SERVICE THE BASIS OF MORE ADVERTISING—FROM ADDRESS BEFORE SIX POINT LEAGUE, NEW YORK

By George P. Metzger,

Advertising Manager, Columbia Phonograph Company, New York.

The national advertiser's whole business growth frequently depends on proper representation by the dealers handling his goods. The live national advertiser is keen to share with the retailer any ideas and methods of selling his own or any other of the dealers' merchandise, which the manufacturer's sales and advertising force have discovered or can be made to dig up.

Well, why can't the newspaper profitably adopt the same method with the national advertisers who help to make his enterprise possible? What is the limit of the field of proper co-operation between the national advertiser and the newspaper?

The publisher *feels* a very sincere interest in that advertiser's success in his town. Why shouldn't he *say* it and *show* it—not by merely jolly along, but by actual co-operation in every possible legitimate way?

How many national advertisers would fail to appreciate—and how many of their advertising agents could possibly object to—letters from newspapers used by them, relating to the best buying days in that particular town, or the conditions of labor, the activities of retailers, the establishment of new industries, and to any other subject of mutual concern? How often might such work at least take the sting out of a controversy, or revive the advertiser's courage, or avoid a small complaint, or become the deciding point between one paper and another?

I believe it's *business—money—*

*advertising—service—and* when the average newspaper is half as well advertised as the average business whose advertising it solicits, the value of the average newspaper to the advertiser will be a good bit higher than it is now. A newspaper must advertise itself just as the advertiser has to advertise *himself* and his goods—in the columns of the paper and direct, by correspondence and otherwise. It seems to me that there is a possibility of great improvement in the conduct of the average newspaper business office—not only in giving good service to its advertisers in the matter of position, but in establishing a close, interested, sincere, consulting relationship with both local merchants and foreign advertisers who make the paper possible.

### NEW A. N. A. M. MEMBERS

Newly elected members of the Association of National Advertising Managers are:

Frederick Drowns, advertising manager, Geo. P. Ide & Co., Troy, N. Y., collars and shirts.

F. M. Bassler, advertising manager, Henry Disston & Sons, Inc., Philadelphia, saws, tools and files.

J. D. Robinson, secretary and treasurer, The Libbey Glass Company, Toledo, O., cut glass, etc.

J. E. Fitzgibbon, advertising and sales manager, Phoenix Knitting Works, Milwaukee, Wis., mufflers.

Joseph H. Dyer, advertising manager, Dennison Manufacturing Company, Boston, Mass., crepe paper, tags, etc.

Frank L. Erskine, director and advertising manager, W. L. Douglas Shoe Company, Brockton, Mass.

Montgomery Hallowell, general advertising manager, United States Motor Company, New York City.

L. D. Jaeger, advertising manager, Standard Varnish Works, Chicago, Ill., elastic floor varnish, etc.

H. Earle Kimball, treasurer and advertising manager, Rubdy Towel Company, Providence, R. I.

*The Canadian Century* of Montreal announces that A. H. Clapp, who has been its advertising manager since it was started in 1910, will sail for London early in May to open and take charge of a branch office for advertising. O. C. Pease, who has been in charge of the Toronto office, will take Mr. Clapp's place in the head office.

At the April meeting of the Six Point League of New York resolutions of condolence were passed anent the deaths of R. J. Shannon and L. H. Croll.



# At the Head of Twenty-Two Farm Papers

on his list, so writes—of his own volition—a big manufacturer of rubber boots (name given on request) regarding the sales made direct by mail through his advertising in those leaders of the weekly farm press

## The ORANGE JUDD WEEKLIES

The quantity of *direct sales* advertising carried by these publications proves their worth for *publicity* advertising, too. Orange Judd Weeklies bring increased demand from dealers. That's why so many general advertisers, usually seen in magazines only, use them issue after issue. They know, by experience, that the 425,000 live farmers and their families—who make up the subscription list of the Orange Judd Weeklies—are making and spending money for the luxuries, as well as the necessities of life, and purchasing "advertised goods" the same as the city people.

The Orange Judd Weeklies really comprise four sectional farm papers—carefully edited for the localities where they circulate—with the added advantage of being national. *North-west Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation.

### ORANGE JUDD COMPANY

#### Headquarters:

315 Fourth Avenue  
New York

#### Western Offices:

1209 People's Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis, Minn.

#### Eastern Office:

1-57 W. Worthington St.  
Springfield, Mass.

## MAKING THE PUBLIC REALIZE WHAT A SLOGAN MEANS

SOME READERS REQUIRE A JOLT—  
THE SLOGAN THAT FITS THE  
GOODS TOO CLOSELY WILL NEVER  
BE WIDELY QUOTED

By L. B. Jones,

Advertising Manager, Eastman Kodak  
Company, Rochester.

The answer to your question as to whether or not the use of our slogan "If it isn't an Eastman, it isn't a Kodak" has been profitable, is: "Decidedly, yes."

That there is a better understanding on the part of the public as to the facts regarding our trade-mark "Kodak" than there was ten years ago is unquestionable. But, in discussing this slogan question, I will, if you please, digress a little in answering your pertinent query, because it brings up an interesting point in connection with Mr. Snyder's article on slogans in your issue of March 23.

Even though coupled with a compliment to our phrase, "If it isn't an Eastman, it isn't a Kodak," I can hardly agree with all that Mr. Snyder has to say to the effect that a slogan, to be of value, must be definitely and pertinently tied up to the goods.

There has never been a slogan more widely applied to everything from politics to religion than "You press the button; we do the rest"; yet that same slogan (I didn't originate it) was for many years the most talked-of success in the world's advertising. It is now more than twenty years since it first appeared in type and although, owing to changed conditions, we use it but little, it is still working for Kodak. The very fact that it was widely applicable made it widely used—yet when people saw it in a Kodak advertisement, they knew at once that it was at home, and when they heard it used, they thought "Kodak."

"If it isn't an Eastman, it isn't a Kodak" has likewise done good work, but not being a slogan that can be widely applied, it has been

but little quoted. The very excess of its definiteness and pertinency has prevented its wide adaptation by others, and so it has not brought to us the free advertising that followed the popular use of our earlier and more widely known phrase.

I answered with a "Yes" promptly because, although there is still much to be desired, there is to-day a far better understanding concerning our trade-mark than there was even five years ago, and through the use of this slogan in connection with our other advertising, the cost has been almost nothing. It often slips across a full magazine page without detracting from the rest of the copy. It fills in a space here that would otherwise be either blank or occupied by a meaningless ornament; it forms

## "KODAK"

Is our Registered and common-law Trade-Mark and cannot be rightfully applied except to goods of our manufacture.

If a dealer tries to sell you a camera or films, or other goods not of our manufacture, under the Kodak name, you can be sure that he has an inferior article that he is trying to market on the Kodak reputation.

*If it isn't an Eastman, it isn't a Kodak.*

EASTMAN KODAK COMPANY,  
ROCHESTER, N. Y., The Kodak Co.

### EXPLAINING A SLOGAN

a part of the ornament on the title page of a booklet or on the back cover of a catalogue, at no cost at all; it is used in two or three lines in the corner of a store sign to give it "balance." There are a thousand-and-one ways, which the advertising man will quickly appreciate, where the slogan can be worked in and presently there comes the cumu-

lative effect of repetition—and your slogan is working overtime for you.

But even though this slogan has done work for us, we are right now beginning to diagram it. Some very estimable and worthy people cannot see a joke or catch the point of business argument unless it is explained in full with an ample diagram accompanied by exhibits A, B and C. Hence the Kodak trade-mark advertisement that is now appearing in the magazines. It is not pretty or attractive, but it tells some facts that are important to those who are contemplating the purchase of a camera. It is a complete explanation of its concluding sentence: "If it isn't an Eastman, it isn't a Kodak." The full argument and the slogan are tied together. It is my belief that this "diagram" will (after repeated use, of course) make the slogan so well understood that it will serve as a forceful though brief reminder of the truth about our trade-mark.

Our slogan has already helped to make hard the way of that transgressor of business ethics—the substitutor. With the help of the diagram we hope to make that way not only hard but impassable.

#### ADVERTISING GOLF FLOURISHES

With a total of over 100 active members, the Metropolitan Advertising Golf Association, of New York City, is in a most flourishing condition. Four tournaments have been scheduled for the coming season, the dates being as follows: May 11, Oakland; June 8, Apawamis; September 28, Montclair; October 26, Knollwood.

The following are the officers for the ensuing year: President, William H. Beers; vice president, John M. Parker; treasurer, Bernard H. Ridder; secretary Louis B. De Veau. The directors are William C. Freeman, Arthur S. Higgins, W. Eugene Conklin, R. R. Mamlok and S. Keith Evans.

Two new committees have just been appointed by the president to act during the year in regard to membership and tournaments. The membership committee consists of Arthur S. Higgins, chairman; John W. Hawley, John E. Woodward, John H. Eggers, Ernest Elmo Calkins, J. J. Hazen, and H. R. Reed. The tournament committee is made up of William C. Freeman, chairman; W. E. Conklin, F. J. Ross, Marshall Whitlatch, and S. Keith Evans.



Take a map of The Middle and The New England States. In the smaller cities, towns and villages, in that splendid and prosperous section, THE UTICA

## THE SATURDAY GLOBE

circulates each week over 140,000 copies, at five cents a copy—every one into a home where it is welcome and wanted, for the rule is "no nickel, no GLOBE."

The manufacturer seeking an extension of his market into new, easily reached and responsive fields, has, through the columns of THE SATURDAY GLOBE, a splendid publicity opportunity.

An advertisement in THE SATURDAY GLOBE as big as this costs one-thirtieth of a cent a home. All we ask is an opportunity to show you facts and figures.

We are at your service anytime, anywhere.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# "MUNSEYS

## NEWSPAPERS

### The Boston Journal:

A big bond house sold \$4500 worth of securities through one advertisement in *The Journal* costing \$18.75.

### The Baltimore News:

An Umbrella manufacturer cleaned up 1200 umbrellas in less than four hours through a single advertisement in *The News*.

### The Washington Times:

A real estate dealer sold three houses for \$15,500 within 48 hours after using a 50-line advertisement in *The Times*.

### The Evening Times:

of Philadelphia

A leading hotel attributes a 60 per cent business gain to a campaign carried on *exclusively* in *The Times*.

Can this service be of service to you in the working out of your distribution along the Atlantic seaboard?

## The Munsey Newspapers

175 Fifth Avenue, New York

# Y SERVICE"

## MAGAZINES

### **The Munsey:**

Produced 800 inquiries for high-grade hosiery manufacturer from a single half-page costing \$250.

### **The Scrap Book:**

All advertising carried in *The Munsey* is repeated in *The Scrap Book* without extra charge.

### **The Argosy:**

Produced replies at 7 per cent, or 3 per cent *lower* than any other magazine used by a large mail order jewelry house.

### **The All-Story:**

In combination with *The Argosy*, *The All-Story* pulled 1100 orders for 39c. book of architect's plans, and sold \$1200 in blue-prints from one insertion.

### **The Railroad Man's Magazine:**

Produced replies at 33 cents for a wood finish manufacturer using large list of national mediums.

### **The Cavalier:**

*Second* on a national list of high grade paint and varnish house. *The Argosy* was *first*.

**A service available as a unit in covering nearly 10% of the homes of America — may we tell you more about it?**

**The Frank A. Munsey Co.**  
175 Fifth Avenue, New York

## THE WIDE RAMIFICATIONS OF THE PRICE MAINTENANCE DECISION

WALL STREET AND BIG CORPORATIONS  
INTERESTED IN IT BECAUSE INDICATING  
TEMPER OF SUPREME COURT—DRUGGISTS AND MANUFACTURERS  
OF EVERY SORT KEENLY INTERESTED

Somewhat like the Tobacco and Oil decisions at present awaited so anxiously, the decision in the Miles-Parks medical case has been awaited with keen interest ever since last fall.

It is the only case involving price maintenance of the resale type which has ever come before the Supreme Court of the United States. A California decision has been the mainstay of price maintenance for several years, and owing to the activities of some agitators who confused price maintenance with restraint of trade, there has been considerable uncertainty abroad among those who sold through jobbers on the resale plan.

However, the ramifications of the case run ever deeper and further. Wall Street is very keenly interested in the case, not only as containing a glimpse of the "economic mind" of the Supreme Court as it might be applied soon to the big cases now before it, but also because of the purely legal phase of it, and the prominent personages who have figured in it.

Both Senator Elihu Root and Alton B. Parker served as counsel for the defendants (a Kentucky wholesaling firm), and Judge Parker made a general issue out of the argument in the case when it appeared before Judge Lurton in a lower court. He took the ground that common law was sufficient to deal with restraint in trade (which, in his contention, the resale plan amounted to). There was some political capital in this for at the time (1907) Roosevelt was arguing widely for stronger legislation. The present decision, as Holland points out in the *Wall Street Journal*:

"clearly points to the fact that very much of the legislation, state and na-

tional, adopted to restrain or destroy combinations of capital and the so-called trusts, was not only unnecessary but serves to divert the public mind from the fact that a legal remedy has always been available to any court and to the law department of the Federal Government, provided there was disposition to use that remedy.

"The law officers of the Federal Government may with this decision in mind now bring actions based upon the principles of the common law, with intent to put an end to combinations that are in restraint of trade or that prevent competition."

Root realized the importance of the Dr. Miles case and was convinced that it would ultimately go to the Supreme Court. Judge Parker, in his brief before Judge Lurton, rested his defense

"upon the broad ground that the contract described in the complaint made by the plaintiff, by which the manufacturer attempted to control the prices of his products, both the wholesale and retail price, constituted a combination to restrain trade and prevent competition, and therefore was void at common law."

The decision just announced has stirred much activity in both trade and legal fields, and lawyers for various advertisers who are using any sort of price-maintenance plan are carefully interpreting what seems like a complicated puzzle to unravel—how far the decision can upset present methods of price maintenance. The Dr. Miles plan was so elaborate and formidable that the decision seems to many to be more against the elongation of contractual rights assumed in the Miles case than against simpler forms of agreement to prevent price demoralization. For instance, those manufacturers using the bonus plan of price maintenance (that is, a plan rewarding in some way both jobber and retailer for keeping the price normal) are now recovering from what at first seemed a general prohibition, and appreciating that the plan is untouched by the decision.

The "Freeman plan," too, was thought to have been invalidated at first, but conservative analysis shows the fundamental differences between the Freeman and the Miles plan. The latter was in reality not a consignment plan, and was found perpetually monopolistic in tendency, whereas

even the owners of patents are granted only temporary monopolies. However, manufacturers have fundamental, guaranteed rights, such as the right to make contracts to consign and to set a price for their product. By making sales technically direct from manufacturer to consumer, as in the Freeman plan, where wholesalers and dealers are legally and actually merely consignees, rigid protection may still be had.

There is a growing feeling that the future development of price maintenance lies in the direction of education and moral suasion rather than in anything approaching big-stick methods or legal force. There is such sound logic behind price maintenance—logic that concerns commercial stability, economic waste, and equality of opportunity—that there is bound to be more and more appreciation of it.

The number of responses to advertising of the Des Moines, Ia., boosters in the magazines has reached almost the 3,000 mark for the present year.

#### ADS EXPOSE PIANO "CONTESTS"

One of the scandalous practices of the piano trade, frequently referred to in **PRINTERS' INK**, is the advertising by certain dealers of piano puzzle contests, as a result of which generally every contestant gets a "prize," the "prize" always turning out to be "\$50, \$100 or \$150 credit" toward the purchase of a piano. Of course the certificates have no such value. It is a mere device to stimulate trade, and it operates not only to the disadvantage of the unsophisticated public, but also to the detriment of legitimate piano houses.

It is evident this is a condition calling for the light. The reputable dealers have hesitated a long time about going to the public. But here and there some daring ones have ventured into print.

The latest to do so is the Bennett Company, of Omaha. In a series of six triple-column ads headed "Confessions of a Piano Salesman" it takes the cover completely off and lets in a flood of light on the various tricks, of which the prize contest is only one. The ads are entertainingly written and are well calculated to reach the attention of all possible piano buyers. They are featured as written for the League of Anti-Contest Piano Dealers.

The Quebec Ad Club was organized April 7. The club will give dinners monthly.

## The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## AVOIDING PREMATURE GENERAL ADVERTISING

LOSS COMES OF ADVERTISING WIDELY BEFORE PREPARING THE DEALER AND WHOLESALE FOR WHAT IS COMING—HOW YOUR "LIVE ADVERTISING WIRE" MAY GET GROUNDED—MAKING SALESMEN A PART OF THE ADVERTISING PLAN—FROM ADDRESS BEFORE DETROIT AD-CRAFTERS

By Frank W. Farnsworth,  
Of the J. Walter Thompson Company,  
Detroit.

Advertising is just a great blind force, and like many other forces which fall under the control of inexperienced or ignorant men, it has in it the possibilities of untold harm just as it has in it the possibilities of great good when properly directed.

Conditions must be right before an advertising campaign can be successfully launched. There are a great many details that require attention, a great many rough places must be made smooth and the entire organization must be made to match up with the advertising, so that each will properly supplement the other.

The manufacturer who has a new article to offer the public has two barriers between him and the ultimate consumer—the retailer and the wholesaler.

Here comes in the function of advertising. It will enable the manufacturer to get the ear of the consumer direct. If he has a product which it is his ambition to distribute nationally he can find circulation in chunks of half a million to a million at a time, in the big national magazines, and when he has bought a comparatively short list of the largest magazines he has covered the country in a very thorough manner. The link is established between himself and the consumer, providing the story is well told and the goods are such that the public can grasp the benefit to be derived from their use. Back starts the current in the opposite direction. The consumer goes to the retailer, the retailer to the

wholesaler, and finally the demand filters back to the manufacturer and completes the circuit.

Right here, however, are the possibilities of disaster. It happens that an advertising campaign, such as we have mentioned here, to reach the big consuming public of the United States is a very expensive proposition. It costs anywhere from \$15,000 to \$20,000 to start properly, and a sum of this sort is just about large enough to break a new and growing concern if it is not used to advantage and if it does not bring a profit for every dollar spent.

Let us imagine for a moment that we are the directors of the Philippine Vegetable Soap Company. We have a wonderful product. The soap is so wonderfully efficient that if we can but induce every man, woman and child in the country to try at least one cake our fortunes will be made forever. We decide on an advertising appropriation, say of \$50,000, and start out to reach the consumer.

Mr. Jones, of Madison, Wis., reads our advertisement in the *Saturday Evening Post*. He goes to his retailer: "I want a cake of that Philippine Soap; here's the nickel." "Never heard of it," says the retailer. "Why, here it is advertised in the *Saturday Evening Post*," says Mr. Jones. "Well, well, I buy the *Post* once in a while, but I didn't get one this week," says the dealer.

Mr. Jones changes the subject, leaves the store, and tries two or three other places with the same results, and finally goes home without the Philippine Vegetable Soap and leaves us without his nickel. After a few experiences of this kind the dealer finally calls up his jobber and asks if he has any Philippine Vegetable Soap. "There seems to be a call for it," says he. "Never heard of it," says the wholesaler, or perhaps he grudgingly admits that he has had a few calls, but that the demand has not yet been established.

The attitude of these men represents the attitude of every wholesaler and retailer throughout the entire country with the exception



# THE BIG

# SIX

## THE COUNTRY IS WELL COVERED

—practically every American physician is reached—by the united circulation of

### "the Big Six"

Advertisers, therefore, who seek the co-operation and patronage of the 150,000 medical men of the United States should investigate the remarkable possibilities offered by appropriate advertising in these representative, high-class medical journals.

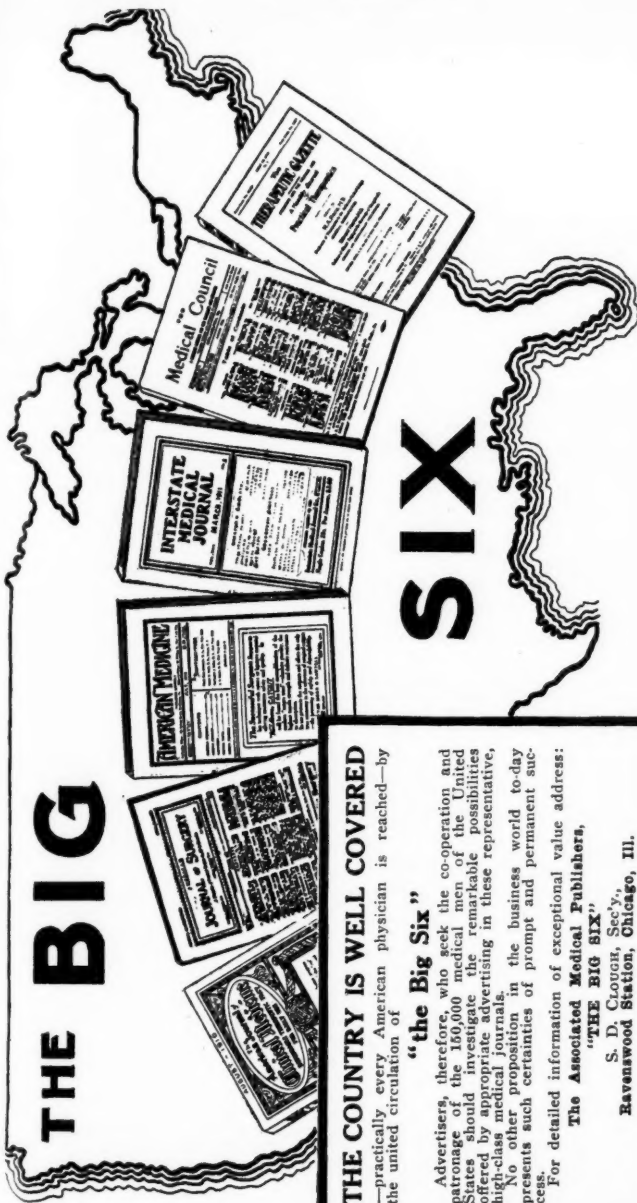
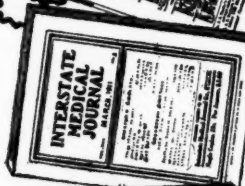
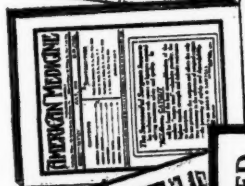
No other proposition in the business world to-day presents such certainties of prompt and permanent success.

For detailed information of exceptional value address:

**The Associated Medical Publishers,**

**"THE BIG SIX"**

**S. D. CLOUGH, Sec'y.,  
Ravenswood Station, Chicago, Ill.**



of a few bright and shining examples of progressiveness that but serve to accentuate the hopelessness of the entire situation, and it begins to dawn upon us that we have spent \$50,000 in general advertising without getting our goods beyond the portals of our own factory. This does not prove that the force of advertising is less strong, but simply that it has been used unintelligently and at the wrong time. A wire has been cut and the current has been run into the ground, and our whole selling plan has been short-circuited.

#### PRELIMINARY WORK IN TRADE

Before a line of advertising is put out, even months before, the strongest selling member of the firm or the best member of the sales force should call upon many of the largest wholesalers in the line in which he hopes to operate. He should set forth the merits of his goods and endeavor to make as many advance sales as possible. He should tell of his advertising, for nowadays both wholesalers and retailers are alive to the possibilities of a big distribution through advertising, and are beginning to select advertised goods. They know that advertised goods do not stay on the shelf nearly as long, nor is there so great risk of handling the advertised article. Make it plain to them that the article will be advertised in a very heavy way and that this advertising will be kept up from month to month consistently, and they will listen to your story. Even then, they seldom buy largely at first. They must be called upon in many instances time and again.

I know of one concern that pursued this method for six months before a line of advertising was put out. They got as wide a distribution without advertising as was possible by calls, personally, on the wholesaler; all this time holding out on the future advertising, which was to start in a few months.

In my own work I seldom lay out a campaign of advertising for an article to be sold through the retailer and the wholesaler with-

out at the same time laying out a trade message of some sort that shows the retailer and the wholesaler both the copy and the list of mediums we propose to use.

#### PITFALLS OF WIDE DISTRIBUTION

Widespread distribution sometimes has a pitfall. I remember a campaign about four years ago where the advertiser placed a large appropriation to advertise an article to be sold through the druggists in every part of the country. He wanted to see his goods used nationally. I asked him about the matter of distribution and he said that he had dealers in every state in the Union. After the campaign had been started for about a month I found that what he had told me was literally true, he had dealers in every state in the Union, but so few in each state that the campaign could not possibly succeed until this list of dealers was greatly enlarged.

I shifted my plan of operation entirely, canceled three-quarters of the campaign and put the money into two or three states, both in newspaper and street-car advertising, where I knew we could get the concentrated effects of this advertising, where the number of dealers who had the goods, was sufficiently large to make the effort worth while.

This method of centering the advertising into districts and states is one that is used with success by a great many new advertisers. When a manufacturer has made two or three states self-supporting and in a fair way to bring a profit, then new territory can be added in the same manner, until a sufficient number of states have been opened up to make national advertising possible. Be sure you have the goods ready to ship before any advertising appears.

The public is more responsive to advertising to-day than ever before. It has accepted this means of learning about the new things that commerce has to offer, so that we hear very little complaint to-day about the skepticism of the public in regard to advertising.

ET TU, BRUTE?

GRAND RAPIDS FURNITURE RECORD CO.  
GRAND RAPIDS, MICH., Apr. 5, 1911.

Editor of PRINTERS' INK:

Contemporaneous with your recent articles on the rise and decline of the "press agent," and his apparent practical extinction as a seeker of free advertising through the media of "interesting news items," etc., the trade press is being overwhelmed with the result of his labors. So, it is apparent that he is simply transferring the scene of his activities from the secular press, so to speak, to the class and trade journals. Herewith are three expressive efforts, all coming in the same mail.

That the Motor Company, and even the music publishers, should attempt the time-worn dodge is not perhaps surprising—the daily newspapers are jammed full of the auto press agent's work—but it is not only surprising but distinctly disheartening that a man of the caliber of St. Elmo Lewis should try to work in free advertising for the Burroughs Adding Machine, under such diaphanous guise as the series of articles he has from time to time written on advertising, cut into four-inch lengths and offered to trade journals "free," if each one is signed, "E. St. Elmo Lewis, Advertising Manager the Burroughs Adding Machine Co., Detroit, Mich." That is prostituting some very clever articles or talks on advertising to a mighty base use—the screwing of free advertising out of trade papers for the benefit of a big, rich corporation, amply able to pay for its advertising in a legitimate way.

A. T. THOITS,  
Editor *The Record*.

A PRINTING BILL OF \$1000 A DAY

One thousand dollars a day for each working day is what the Kellogg Toasted Corn Flake Company is spending for printing, according to its house organ, *Kellogg's Square Dealer*. The largest single item is for printing on cartons or packages. Upwards of fifty millions of these were distributed last year, aside from some millions used for display and sampling purposes. This year upwards of eighty millions will be used for all purposes. These packages are printed in three colors by special machinery. "Kellogg's Funny Jungeland," a booklet in three colors, got up for the children, and distributed to the extent of eight carloads, accounts for more of the thousand dollars a day, and the printing of five carloads of blotting paper for another large fraction. Aside from these large orders, the company is printing continuously large numbers of transparencies, hangers, posters, circulars, stationery and business forms.

A. M. Baker, for the past two years advertising manager of the Fargo (N. D.) *Forum*, has purchased a forty per cent interest in the Fargo daily and Sunday *Courier-News*, and is now connected with the latter publication, having taken charge of the advertising department on March 20.

# Offers

The Woman's  
Home  
Companion  
offers

the advertiser  
home-living,  
home-loving,  
home-making  
women.

It offers its  
readers good,  
desirable, honest  
goods only.

## STAMPING DEPARTMENT STORE COPY WITH SIN- CERITY AND POWER

HONEST EXPRESSION CARRIES ITS OWN CONVICTION—THE MEANNESS OF THE LYING SUPERLATIVE—THE STUPIDITY OF SOME FREQUENT AND FOOLISH FALSITIES—TRUTHFUL ADVERTISING CLINCHES INTEREST

*By I. S. Jonas,*

Formerly advertising manager R. H. Macy & Co., New York; now with the Chamberlin-Johnson-DuBose Company, Atlanta.

Whether mediocre, or incomparable, or any in-between degree, the advertising is impressed with the advertiser's habit of thought. Simple analysis shows the line of cleavage. If the advertising be wholly deceptive, if it give a partial view of truth, or if it be entirely truthful, no exercise of technique will make it seem different from what it really is. The root-principle of advertising is the same as the root-principle of every form of art: be yourself.

There is no exact system that explains and simplifies either the ideology or the psychology of advertising. If you wish to become a geometrician all you need to do is to master certain set rules. But advertisers are not bound to established laws. Each creates his own formula.

Writing advertisements never becomes easy work until it becomes truthful.

There is a sound reason for exploiting every sale. Write about that sound reason. Your argument is waiting. Your brief is ready prepared. Just state the facts.

Men may differ concerning the truth of abstract questions. But there is small chance for honest merchants to differ about such concrete things as, say, a paper of pins and its price. Such differences do exist. Why? Moral laxity. How can any intelligent man or woman read current advertising without detecting many statements that are false? Ten

merchants in one city baldly affirm the same thing. Each claims to have "the biggest stock, the best stock and the lowest prices." Nine of the ten are untruthful. Such misrepresentations do not arise from errors of judgment—but from falsity of judgment. The offense becomes habitual. Merchants attach no seriousness to it. The public is tolerant.

"It's only an advertisement." The writer assumes that readers will discount his claims. Therefore, they *do* discount them.

Personally, I regard an advertising lie a greater crime than a word-of-mouth lie. A fraud committed with a pen is more far-reaching than a spoken fraud. Who can measure the effect of a printed lie?

Your sloppy advertiser will attempt to describe all items without bothering to learn anything about them.

He doesn't know and he doesn't care why or how or where styles originated. He is blind to the connection between the exquisite models and silks of to-day and the time of the Louis reigns. "Empire" applied to a gown means a short-waisted dress—that and nothing more.

Weaving and dyeing stand merely for cloth and color. He knows nothing of their history, their mystery, their art. It's the same of laces, hosiery, gloves, handkerchiefs, millinery, linens, furniture, drapery, rugs, glass, brass, bronze, marble—and everything else. But he knows how to say: "Gigantic Reductions," "Tremendous Sacrifices," "Our Loss, Your Gain," "Begin the New Year Right by Trading Here," "We Satisfy the Masses and the Classes," "We Lead, Others Follow."

Isn't it horrible?

If you would arrive in advertising—learn merchandise. Study the goods in the store, go to the factories and examine below the surfaces of things. And then there are books—hundreds—thousands of books that should be read. Every product of man's skill has a literature of its own. Read three books a week about

the merchandise you are expected to describe.

Small libraries have been written about the principles of dyeing, there are textbooks of color, rugs, embroidery, lace, linen, ribbon and dress goods. The history of hosiery is full of romantic interest. The story of glass will hold you with a stronger grip than any story ever written by Laura Jean or R. Chambers. The origin of art goods carries you to the strange peoples of the East. A little vase made of rude clay. But it has a wonderfully soft and lustrous glaze. That glaze sends your thoughts to the early centuries of the great nations' antiquity—Persia, Egypt, Syria, Greece, Spain, China, Japan. A bit of siliceous pottery of dense texture and translucent surface opens the way to the decorative and constructive arts of the earth.

Much advertising is barren of results because it is arid and sterile of interest.

Pens are the swords of business battles. Marshaled words may have the force of marshaled armies. The people brand the wrongdoer—the advertiser who wields his pen in the spirit in which the brigand wields his sword is brought to the stern tribunal of public condemnation.

Advertising vitalizes business by giving the thoughts of your customers new directions. It halts the vagrant fancies of the inert, and starts their imagination until they are alert to the good points of your merchandise and prices. Rhetoric, whether it leaps, or frisks, or flashes, is helpless to stir enthusiasm unless it throbs with meaning.

R. H. WOODRUFF WITH "TWENTIETH CENTURY FARMER"

R. H. Woodruff will take the position of advertising manager of the *Twentieth Century Farmer*, Omaha, on May 1.

Mr. Woodruff is well known in the advertising field, having formerly been connected with the Cable Company, of Chicago, and the Long-Critchfield Corporation, Chicago, leaving the latter position to become manager of the publicity department of the DeLaval Separator Company, of New York City.

## Progressive Retailers In Every City

who sell *Pictorial Review Patterns* circulate every month over

# 1,250,000

Guaranteed

copies of **THE MONTHLY FASHION BOOK** to their customers. This is the dealer's method of attracting customers to his store. The woman who selects a pattern from the pages of

## THE MONTHLY FASHION BOOK

will return to his store to buy the pattern. While there she will buy the dress goods, trimmings and other necessary material. Remember she will also pass the toilet goods and household counters. Tell her your story in **THE MONTHLY FASHION BOOK**.

Rate \$2.00 per line.

**PAUL BLOCK INC.**  
CHICAGO NEW YORK BOSTON

## "HOW WE MAKE ADVERTISING SELL THOUSANDS OF ACRES"

COLONIZATION ON A LARGE SCALE—  
LOCAL AGENTS PAY HALF OF ADVERTISING—SPECIAL TRAINS—BIG PROPOSITIONS ONLY ARE UNDERTAKEN

By R. B. Wallace,

Advertising Manager, Payne Investment Co., Omaha, Neb.

A description of the methods of salesmanship and advertising used in colonizing land, I believe, will be of interest to the advertising man.

The firm with which the writer is connected has done an extensive business in colonizing irrigated and Southern land. We undertook the sale of about 30,000 acres in western Nebraska, known as the Scott's Bluff country. If you have at hand census statistics for 1910 you will note that the county of Scott's Bluff, in Nebraska, has the highest percentage of increase of any rural county in the United States. This has been brought about largely by our colonization work.

In the latter part of 1910 we undertook a similar proposition in the Arkansas Valley, eastern Colorado, along the line of the Atchison, Topeka & Santa Fé railroad. We had about 30,000 acres there, of irrigated land, and began the sale in September, running five excursions from Eastern points, sales being \$800,000 for five trips.

As it was not practicable to continue work there during the winter, we turned our attention to the South, securing the contract to sell a sugar plantation along the line of the Southern Pacific. We were given a year and a half to sell the plantation and sold the entire tract of 9,000 acres in four excursions. The sales of the company were \$854,000 in 1905, two million dollars in 1909 and over three million dollars in 1910. We sold a total acreage of 40,973 during 1910, averaging \$10,103 in sales every day.

Advertising is behind and the

basis of this work. We have a large number of associate agents scattered through the Western states and upon these we depend to distribute our advertising matter. We supply them with large quantities of booklets and folders descriptive of the land we are offering for sale. We have a house organ known as the *Land Owner*, and we believe it is instrumental in many of the sales we have made. This is published on or about the first of each month and is devoted entirely to the land offered for sale.

We believe in pictures. We believe photographs and halftones are the most attractive and educational of any sort of advertising. The writer believes in high-class advertising and has an idea that each piece of literature should be made so attractive and so interesting, entertaining if you like, that the recipient would hesitate to throw it away. No expense is spared in our work to get the best possible photographs of the country we are exploiting. We want views of the land, the crops, farmhouses, schoolhouses and all the things that are in a measure attractive to the man who is seeking a new home in a new country.

As for general newspaper advertising, we do very little of it for the simple reason that the results we get are not satisfactory; we get inquiries from too many "shoppers." That is, there are vast numbers of people who have the "back-to-the-land" fever. They think they want a farm of some sort, but in reality they do not. They are not good customers and do not develop into good customers. For newspaper advertising we make this proposition to associate agents: that we will furnish the copy and pay half the expense of local newspaper advertising. We do this to guarantee that they will not overdo, and yet at the same time they secure publicity and take a little more space than they would do if entirely at their own expense. Then we know what an agent advertises. If he does not advertise we get in touch with the

## Hand, Knox and Company

Represent a number of the most important  
DAILY PAPERS in the United States.

If you want to "try out" a Newspaper campaign, no better way can be found than by using the newspapers we represent.

Hundreds of successful advertisers owe their prosperity today to the advice and co-operation given them in their first campaign.

This same kind of advice and counsel is at your disposal any time you care to call on this Agency or any of its representatives.

Full information concerning the Cities of the United States in which these papers are published is at your service.

Many advertisers and agents find it profitable to call on us for information when preparing their campaigns. *MAY WE BE OF LIKE ASSISTANCE TO YOU? WE GO ANYWHERE FOR BUSINESS.*

## Hand, Knox and Company

New York  
Brunswick Bldg.

Chicago  
Boyce Bldg.

Atlanta  
Candler Bldg.

Kansas City  
Journal Bldg.

publisher of the local newspaper in his town and advise him what we are doing and of our willingness to pay half of the expense of advertising. Mr. Editor gets busy and brings pressure to bear on the agent.

Among Western railroads the first and third Tuesdays of each month are known as homeseekers' days and reduced railway fares prevail. On these days we run our train, known as the "Payne Special," to the land we have for sale. We have our own cars, provide meals and sleeping accommodations. We aim to feed our guests well and show them every attention. We have our own photographer and take him with us on many of our trips. When we have a large party, as on a recent trip to the South, when we had 125 people, naturally there is considerable attention given by the local people and the newspapers. The daily papers of New Orleans were glad to make a feature story of the work we are doing, and the talk of the public is good advertising.

We carry with us on our train considerable advertising matter. Possibly every one on the train has seen it all once, but when he is with us and experiences in reality what he has seen in the pictures, the situation appeals to him again. He then takes the advertising matter and distributes it afterwards among his friends. We use post-card views in large quantities showing pictures of our train and the crops.

The work of the advertising man on these trains is quite diversified. It is in a sense educational. That is, I get in touch with the individual who is looking for land and I know what he wants. As far as possible I get acquainted with every man on the train. What he says and what he thinks, his views of the country, are of value afterwards in arguing the case in cold type. After talking with a man, I can say things in print that will convince him or some other man. I believe that these trips give our advertising matter a personal touch that could not be secured

unless I was familiar with both the man and the land.

Of course, when we undertake a campaign of this sort my work begins prior to the first excursion. I go and see the land, get all the information possible bearing upon the products, climatic conditions, water supply, soil, schools, transportation—in fact everything a man wants to know in buying land. Naturally, afterward, when I am with the homeseekers, I am in a position to answer many questions. It is my job to answer them.

We advertise that we do not

## Get Away from Cold!

That blizzard and cold snap ushered in on the first day of January, 1911, caused a great many to think about a warmer climate. Why not consider Louisiana? Why not go down there and visit that country and see for yourself, whether or not our claims are correct?

### IT IS A GREAT CLIMATE

Delightful in Winter  
Not Hot in Summer

### THE SOIL IS REMARKABLE

Transportation Facilities are Unequaled  
You Can Get Your Produce to Market by Either Rail or Water  
School and Church Accommodations Good

We have taken down to that country eight car-loads of people on three excursions. We run another excursion

## TUESDAY, JANUARY 17th,

over the Illinois Central and Southern Pacific Railways. Plan now to join us. Prove the facts yourself. It is a delightful trip, but we do not want you as a joy-rider, but as one who contemplates making a change and is looking for a good place in which to locate.

### PAYNE INVESTMENT COMPANY

Associate Agent

LAND AGENTS  
CHICAGO, ILLINOIS

SOME OF THE EDUCATIONAL ADVERTISING USED

sell to speculators. We really contract with those who have large tracts of land to subdivide, to make our sales to actual settlers. This is not always possible, as one cannot entirely eliminate the speculator. He knows that when land is being bought by actual settlers every acre of unsettled land is more valuable.

Our advertising has brought us a vast deal of publicity and we are solicited on every side by the owners of large tracts of land to subdivide and colonize.

Since beginning in Louisiana we have had over 250 proposi-



tions made by owners of plantations and other large tracts. We contemplated at one time going into California and colonizing there and before investigation was made we had at least fifty propositions for tracts of 10,000 to 50,000 acres.

We have learned that it does not pay to undertake the colonization of less than 5,000 acres. The advertising campaign to cover less than that amount is just as expensive as one to sell 10,000 acres. It is advertising, and, as before mentioned, high-class advertising, that has brought this firm into prominence and it is to advertising that much of our success is due.

#### EVANGELISTIC ADVERTISING WORKS LOCAL REVOLUTION

Newspaper advertising recently turned a poorly attended series of evangelistic meetings at Fargo, N. D., into an inspiring success. The meetings were scheduled to run two weeks. At the end of the first week the outlook was discouraging. The pastors of the eight churches which had united to hold the meetings had thought that the union was attraction enough to draw the people to the meetings.

In this dilemma, the pastors sought advice. A. M. Baker, advertising manager of the Fargo, N. D., *Forum*, was one of those consulted. He said that in his opinion the "King's Business," as the services were called, had poor publicity and a poor advertising man. The lively discussion which followed ended in plans for publicity.

A series of snappy, forceful ads was prepared by Mr. Baker. News stories each evening supplemented these.

The results were so startling as to wake the city to a religious enthusiasm such as no one would have believed possible. Night after night the meeting place was crowded and the meetings, scheduled for two weeks ran through five with undiminished interest.

The demonstration of the value of good advertising was so complete that all of the churches will be advertisers henceforth, while local merchants, much impressed, are increasing their advertising.

A somewhat novel circulation scheme is being used by *Motor Boating* which is of reciprocal benefit to such of its advertisers as co-operate with it. Advertisers are invited to enclose *Motor Boating* subscription coupons in their catalogues. On each order a commission is paid. In this way many subscriptions are received, and the cost of printing and mailing the catalogues may be largely if not entirely met.



We usually have to "go after" the worth while things, if we get them.

To hit the bull's eye, we have to aim true and hold it there.

To our question as to their most satisfactory market, many manufacturers of goods for home and family use have unhesitatingly named the small town, village and country districts.

Some are very emphatic, some are cautious, some simply "admit" it. They all know that 65% of the 20,000,000 families in the United States live outside the cities. The census told them that.

They also learned that while the cost of living in these "outside" districts has increased 10%, the earning and buying power of their inhabitants has increased over 50% since the preceding census. And then we suggest they "go after" that trade; aim at that bull's eye!

We cannot tell you how to reach all of those 13,000,000 homes, *but we can lead you straight into 250,000 of them each week; and that's a splendid start.*

GRIT goes out a quarter of a million strong each week, into over 12,000 towns and villages. GRIT is handled by its own boy agents and carriers, and was the pioneer in the circulation plan later adopted by The Saturday Evening Post.

GRIT is full of advertising week after week, "but there's always room for another good one."

We are at your service anytime, anywhere.

#### THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## HOW SUBSCRIPTIONS ARE OBTAINED A VITAL ISSUE

HAS DIRECT BEARING ON QUALITY OF CIRCULATION—INTERESTING CASE OF "ORANGE JUDD NORTHWEST FARMSTEAD" NOW UNDER INVESTIGATION BY POST-OFFICE DEPARTMENT

Some interesting sidelights on the circulation question may be obtained from a very able argument presented by Herbert F. Myrick, of the *Orange Judd Northwest Farmstead* to the Post-Office Department. The complete text can be obtained from the Orange Judd Company, Springfield, Mass., but the following quotation will indicate how vital is the issue:

Nothing less than immediate and universal destruction to newspapers and periodicals circulating mainly through the mails will follow the immediate universal application of so revolutionary a "ruling" as that all subscriptions which apparently "NET" the publisher less than half the regular price shall be construed as taken at nominal rates.

In addition to the various means of obtaining circulation referred to heretofore, the publisher of such a paper as the *Northwest Farmstead* is necessarily restricted to three methods of introducing his publication:

1. Sending sample copies to prospective subscribers.
2. Advertising in newspapers, in other periodicals, also by posters, circulars, etc., to induce people to subscribe.
3. Soliciting subscriptions through agents.

The subscriptions obtained through advertising for agricultural weeklies not infrequently cost from \$1 to \$5 each, or even more. Sometimes the expense is much more than that. By costing \$5 we mean this, for instance: If we pay out \$5000 for an advertisement of *The Farmstead* and get back 1000 subscriptions inclosing \$1 each, each dollar subscription thus received has cost us \$5 for the advertising alone, thus showing a deficit of \$4 on each of said subscriptions over and above the subscription price. We conducted a campaign of this character on *Orange Judd Farmer* in the Northwest in the season of 1909-10. The cost of the advertising was from 62 cents to \$3.61 per subscription, over and above the subscription price received. In this instance a premium was included to quicken action in replying. The average cost of each subscription for the whole campaign was \$1.76 over and above the price of the subscription.

The cost of securing circulation in the rural districts cannot be based upon conditions in the big cities. Yet even in New York, the one-cent dailies have to allow at least 50% commission to the news companies that come to the office and get the paper. In adding materially to the circulation of an old established daily newspaper, or in building circulation for a new daily, the expense may vastly exceed the entire subscription price or full price per copy. The 15 cent magazines are sold to the trade at about one-half off.

Now, if it costs from 40% to over 100% of the subscription or selling price to build circulation in the cities, how unjust it would be to discriminate against agricultural publishers who pay from 50% upward to their agents! These agents have to pay all their own expenses, including traveling, horse hire, automobile or other means of conveyance. The farms are far apart, especially in the prairie states and in the American Northwest.

The commission allowed is mainly for introductory work, and therefore applies to new subscriptions. A subscription solicitor, agent, or representative is engaged primarily for the production of new or additional business, and it is an established principle of business to expend more time and effort, and consequently more money, in the development of new business or new accounts. Considering the subscription list as business clients, it is a perfectly legitimate proceeding to pay more to obtain new subscriptions or accounts. It would seem immaterial, in the production of new business, whether a goodly portion of the money thus received is paid to the agent or solicitor.

But once the new subscriber is obtained, the subscriber and his family become so interested in the paper, so appreciative of its efforts in their behalf, that such subscribers gladly renew. We obtain these renewals directly by mail, no commission being paid agents on the renewed subscriptions thus collected.

In this way, even though the first year's subscription was costly to obtain, we aim to net an average of 50% on the full subscription price over the two-year period.

We have already shown that it is much cheaper to get bona fide legitimate subscribers, each of whom will pay the regular advertised subscription price for the publication, by employing solicitors than through advertising in newspapers or by circulars, posters and other means. The one is just as legitimate as the other. Both methods are usually so interwoven as to be inextricable.

The subscription orders secured by the agent are the result of much more than the agent's personal service. Everything that the paper has said or done, all the expense that has been put into the publication, the cost of all letters, circulars, posters, newspaper advertisements, and all other forms of publicity has gone to create the demand or to plant the seed for it, which finally enables the agent to harvest the order. The work of getting



## To National Advertisers:

The May cover of Home Life contains  
full page advertisements in colors of

### Coca Cola Spearmint Gum Old Dutch Cleanser

This serves to prove that leading  
National Advertisers are learning the  
tremendous buying power of the Small  
Towns—the 70% of our population.

If you are one of those who have thus  
far ignored this splendidly lucrative field,  
let us urge you to profit by the example  
of those who have led the way.

## Home Life

Duane W. Gaylord, Advertising Manager  
Chicago

Carl P. Mellows, N. E. Agent  
Boston

Lloyd R. Wasson, East. Mgr.  
New York

☐ We are mailing copies of our May cover to a large list of prominent advertisers  
and ask you to note the excellence both of the copy and the press work.

## SYRACUSE

Syracuse, N. Y., April 12, 1911.

Mr. Paul Block,  
250 Fifth Avenue,  
New York City.

My dear Mr. Block:

It is a pleasure to congratulate your office and the POST STANDARD COMPANY upon the record breaking volume of foreign business which you sent to us during the month of March;—not alone in foreign advertising, but in local advertising and circulation as well, the record for March just passed exceeds the record of any previous month.

With all good wishes, I remain,  
Very truly yours,  
W. E. Gardner.

The circulation of the POST STANDARD is now nearly 43,000 net copies per day, which is about 45% greater than the published figures of any other Syracuse Newspaper.

**PAUL BLOCK INC**  
CHICAGO NEW YORK BOSTON

## NEW YORK

New York, April 8, 1911.

"Paul Block, Inc.,  
250 Fifth Avenue,  
New York City.

Dear Mr. Block:

I want to congratulate you and your staff on the alertness, thoroughness and high efficiency shown in handling the general advertising of the Evening Mail.

Through your organization, we are kept in instant and intimate touch with all that is going on among advertisers throughout the country. This knowledge in itself is of great value, aside from the notable increase you have made in our advertising from this field.

Very truly yours,  
(Signed) Henry L. Stoddard,  
Editor, The Evening Mail."

The New York Evening Mail is forging steadily ahead in both circulation and advertising.

The first three months of 1911 show a remarkable increase over the same period in 1910.

**Over 100,000 daily**

**PAUL BLOCK INC**  
CHICAGO NEW YORK BOSTON

the order did not wholly originate with the agent; it may not have ended with the agent; yet so far as the canvasser is concerned, this is the cheapest method of obtaining subscriptions.

The Orange Judd Company believes that the use of premiums is justifiable provided the premium does not cost the publisher more than fifty per cent of the subscription price of the publication. A premium of this kind merely "quicken action," it is said, and does not influence a person to subscribe to the paper in order to get it.

The premium is usually offered as an incentive or reward for prompt subscription, lest by reason of delay the person may unintentionally overlook the matter. The interest in the paper itself, which possesses far and away the greater value, as attested by the amount paid for the same, must ever be the controlling influence which induces the subscription.

Danger, it appears, lies in the practice of employing salaried agents:

At one time we employed agents exclusively on salary, but were compelled to give up this custom for the reason that the amount paid upon the basis of the number of subscriptions received was greatly in excess of what we now pay on a commission basis. There were also certain objections to employing agents on salary, since unscrupulous agents would not infrequently send in the names of those who had not consented to receive the paper, merely to conform to our rule requiring a stated number of subscriptions, upon which the salary allowed was based.

It was largely to guard against being thus imposed upon that we finally decided to employ all agents on a commission instead of salary. By proceeding thus, we insure the absolute certainty of getting none but legitimate subscribers, the agent's compensation being contingent upon his collecting the full amount of the subscription; hence the subscriptions thus received must of necessity be bona fide. We at all times insist upon a strict maintenance of prices, and any departure from this rule on the part of an agent is followed by immediate dismissal.

### ANTI-DODGER BILL ADVANCED

The Fry bill, designed to put an end to the stuffing of apartment house boxes with advertising circulars, has passed the New York Assembly. The boroughs of Manhattan and the Bronx, in New York City, are now protected by statute from such circulars unless they are in envelopes and addressed definitely, but the other three boroughs of the city desired the relief and are now in a fair way to obtain it.

# WHICH TIME WERE THEY RIGHT?

There is a bright advertising solicitor who occasionally comes to New England, selling advertising space in street cars.

Some months ago he was talking about the situation as he found it among Connecticut manufacturers.

Said he: "Some years ago I called on many Connecticut manufacturers, soliciting advertising. They turned me down good and hard, using such arguments as this: 'Advertise! Why should we advertise? We are rushed to death as it is. We are months behind on our orders. We can't get help enough and our factory isn't half large enough.' I listened and journeyed on. Two years later the business depression hit everybody good and hard. Again I traveled through Connecticut to call on my friends, the manufacturers. 'Advertise!' said they, 'we aren't doing anything. We have cut off every unnecessary expense. We have no use for advertising now. Come and see us when business picks up.' Again I passed on."

What has always puzzled me about this fellow's story is to decide which time the Connecticut manufacturers were wrong.—Charles W. Hoyt.

## REPRESENTS "BIG SIX" IN EAST

A. D. McTighe, formerly of White & McTighe, has been appointed the Eastern representative of the "Big Six" of the medical field, with offices at 225 Fifth avenue, New York City.

Mr. McTighe has also been connected with the Presbrey Agency, Seaman Agency, the *Evening Mail*, a large Wall street brokerage firm and the establishment of a local newspaper in his home town.

Robert Stuart Davis, the founder and for many years the publisher of the Philadelphia *Evening Call*, which ceased publication in 1900, died March 17 at the age of seventy-three years. He was a native of Philadelphia and a graduate of Yale. He practiced law, but abandoned that to become, in 1863, the war correspondent of the Philadelphia *Inquirer*. The following year he became its representative in Washington, later representing the New York *Times*, also. In 1865 he started in business for himself, with the late James Elverson, founder of the Philadelphia *Inquirer*, and established the *Saturday Night*. He sold his interest in that paper in 1879 and in 1883 started the *Evening Call*.

John P. Patterson, for many years associated with the *Mail and Empire*, and for the past few years advertising manager of the *Canadian Courier*, has resigned his position with the latter publication and has joined the Woods-Norris Advertising Agency, Toronto.

Frank R. Northrup, special newspaper representative, of New York and Chicago, has recently added the *Nyack, N. Y., Daily Star* to his list of papers for representation in the foreign advertising field.

# TOLEDO

Toledo, April 10, 1911.

Dear Mr. Block:

The foreign business for the BLADE during March was wonderful! It was great work!

Have you also noticed the remarkable gains made in the local advertising?

Very truly yours,

H. S. Thalheimer.

THE TOLEDO BLADE continues its wonderful growth in circulation and advertising.

The local advertising is breaking records every month.

The bills for foreign advertising in March, just passed, were nearly \$4,000.00 greater than for the month of March, 1910.

Everybody who wishes to advertise successfully in Toledo and its territory uses the BLADE.

PAUL BLOCK INC  
CHICAGO NEW YORK BOSTON

# ST. LOUIS

St. Louis, Mo., April 3, 1911.

My Dear Mr. Block:

Our March gains in high class paid advertising have been remarkable.

In the foreign advertising field alone, the gains you made were over 15,000 lines above last March, and I hope you will accept my best congratulations not only for yourself, but for your staff, both in New York and Chicago.

Very sincerely,

Edw. L. Prectorius.

THE ST. LOUIS TIMES has been a success for a long time, and every month not only passes the same month of the previous year, but is nearly always a record breaker over any previous month in the history of its business.

PAUL BLOCK INC  
CHICAGO NEW YORK BOSTON

## THE CASH COST OF PRESS AGENTS

THE JOHNSTOWN TRIBUNE  
JOHNSTOWN, PA., April 5, 1911.

Editor of PRINTERS' INK:

I believe an interesting feature in the study of the economics of advertising would be that of a demonstration of the real value, in dollars and cents, of the free-publicity bureaus maintained by a number, quite a number, of the so-called "national advertisers." It must be that the talent employed, printing, postage and incidentals of this department of advertising, are a not inconsiderable part of the expense account and probably all charged to advertising.

"Publicity" men are probably aware of the intense efforts now being put forth to prevent securing advertising for nothing. It is not apparent that any considerable number of newspapers are acceding to the requests of publicity bureaus for complimentary insertions. It is believed that, if the money devoted to laying matter before the watchful editor, and which is generally tossed into the waste basket, were to be appropriated to a local agent it would bring far more fruitful results.

A case in point. A local agent for one of the best known low-priced automobiles receives from the home office numbers of replies to advertisements placed in mediums other than newspapers. Out of twenty-one of these replies thus forwarded not a single sale was made. In seventeen cases the correspondents were not in position to purchase an automobile. Their inquiries and requests for automobile literature were based on curiosity, a desire to receive mail, or with the expectation that some extraordinary terms of credit might be secured.

The local agent advertises in a manner which attracts the attention of the class with whom he expects to deal. He is successful. His sales last year ran into the "\$30,000 class." If he were permitted the use of a portion of the money expended in the "national" mediums, or a share of the money expended in fruitless efforts to secure "free" advertising, his sales would be largely increased—so he says.

Are the efforts made to secure free publicity worth the time and expense?

ANDERSON H. WALTERS,  
Editor.

## PERMANENT ROUND TABLE FORMED FOR PRACTICAL ADVERTISING STUDY

At one of the last meetings of a Round Table of New York advertising men, formed for the purpose of getting in closer touch with Dr. Hollingworth, of Columbia University, and his applications of science and psychology, a permanent organization was proposed and formed.

A series of ten meetings have been held in the City Club library, at each one of which Dr. Hollingworth has presented definite experiments with practical phases of advertising and a discussion has followed by individual members of the Round Table. These

discussions have proved to be one of the chief attractions.

The Round Table some time ago conducted an experiment with six *Top Electric Piano Player* ads, the judgment of the Round Table members being contrasted against the judgment of a list of readers of *McClure's Magazine*, to whom the series was submitted. Very interesting co-relations of judgment on different sorts of copy came out.

Last week Advertising Manager Lowe, of the Johns-Manville Company, (asbestos roofing), submitted a series of five magazine ads for judgment before the Round Table, and then the judgment of those present was contrasted to the actual results which were credited to the ads. The advertising men judged pretty close to the actual results.

Recently E. K. Strong, Jr., who is the first man in the country to have taken his degree on an advertising thesis (at Columbia University), presented some of his tests and experiments with actual soap and breakfast food ads.

Last week it was agreed that a permanent organization was desirable, and officers were elected. J. George Fredrick, managing editor of *PRINTERS' INK*, who has been conducting the discussions following Dr. Hollingworth's lectures, was elected president; F. Davis, advertising manager of the General Electric Company, was elected vice-president, and Marshall Whitlatch, advertising manager of the Standard Milling Company (Hecker's Flour "Ceresota," etc.), was elected secretary and treasurer. It is aimed to keep the membership confined, as far as possible, to a limited number of advertising managers, agents, etc., in active and prominent concerns. Some practical investigative work is being planned for future meetings.

## P. S. TILDEN SUCCEEDS R. J. SHANNON

Philip S. Tilden has succeeded the late R. J. Shannon as special representative in New York of the Hamilton (O.) *Journal*, Harrisburg (Pa.) *Telegraph*, Johnstown (Pa.) *Democrat*, Leavenworth (Kan.) *Post*, Madison (Ind.) *Courier*, Mexico City (Mex.) *Record*, the McKeesport (Pa.) *Times*, Oakland (Cal.) *Inquirer*, Quincy (Ill.) *Whig*, Rockland (Ill.) *Register-Gazette*, Springfield, (Ill.) *State-Register* and the Winona (Minn.) *Republican Herald*.

Mr. Tilden was connected with the Shannon agency for some months. He has served as editor of the *Oil, Paint and Drug Circular*, as associate editor of the *Progressive Age* and as Eastern representative of the *Black Diamond*.

Joe B. Brandenburg has become associated with the New York *Dramatic Mirror*. For several years he was connected with the Hampton Advertising Company, afterwards known as the Biggs-Young-Shone Company, and when that organization was merged with the Frank Seaman office became the manager of the New York office of *The Billboard*.

# Catching Men—

Perfect specimens—in order to insure the production of a perfect race of beings, is the theme of

## Robert W. Chambers'

newest and greatest series of short stories which begin in the May issue of

# HAMPTON'S

Now, just look at this from our point of view.

Robert W. Chambers is admittedly the most popular of American authors. There is scarcely a family not included in his following. We have waited long for a Chambers feature that would out-shine, out-sell, out-live anything he had ever written before.

Here we have it—a series of stories entirely unique in subject and treatment, fascinating, absorbing. And we shall advertise it—everywhere. No argument is needed.

## Will HAMPTON'S Summer Circulation Jump? IT WILL!

HOWARD P. RUGGLES  
Advertising Manager  
New York

J. D. Hildreth,  
New England Manager,  
Old South Bldg.,  
Boston, Mass.

F. W. Thurnau,  
Western Advertising Manager,  
Hartford Bldg.,  
Chicago, Ill.

# COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.  
VOL. XXIII

NO. 8

JUNE

1911



Published at  
AUGUSTA, MAINE

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# COMFORT'S

## Special Low Summer Rates

**\$3.00 a line for June, July, August**  
**\$4.00 a line Special September Rate**

We first offered these special low rates for the summer and September of 1908, with a guarantee of circulation in excess of a million copies in each of those four months, to encourage liberal advertising through the hard-times summer which followed the panic of 1907. Such an exceeding good thing it proved, that advertisers have been keen for COMFORT space with the same concession for each summer since; so we announce the same special, low line rates with the same circulation guarantee for the corresponding four months of 1911, and a

### Reduction Also in Large Space Rates for Summer and September Business.

COMFORT is a strong year-round puller and holds up exceptionally well through warm weather, so that, with these liberal reductions below our regular rate of \$5.00 an agate line, advertisers find it the best summer proposition in the field. And that is why

**COMFORT'S advertising gain of 67% last June, and 86% last July, over corresponding months of 1909 was not even approximated by any other publication.**

June forms close May 15.

Apply through any reliable agency or direct to

**W. H. GANNETT, Pub., Inc.**

New York Office: 1105 Flatiron Bldg.  
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.  
FRANK H. THOMAS, Representative

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

**STREET RAILWAYS  
ADVERTISING COMPANY**

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## PUBLISHING RESPONSIBILITY FOR PURE FOOD ADVERTISING

RAMPANT FRAUD IN MANY LINES OF FOOD TO-DAY—RICE, FLOUR, GELATINE, FLAVORS AND OTHER PRODUCTS MADE HARMFUL BY CHEMICALS—FROM ADDRESS BEFORE MAGAZINE REPRESENTATIVES CLUB, NEW YORK

By *Alfred W. McCann,*

Advertising Manager, Francis H. Leggett & Co., wholesale grocers, New York. (Advertisers of "Premier" products.)

The people are few and far between who have ever eaten the real rice. The rice millers mill off the proteids and sell the public the remainder, polished off and mixed with talc or other substances. There is no true molasses sold to-day—excepting the thick, black stuff which we never look at. All others are villainously chemically treated. The "fruit syrups" and flavors are a travesty upon Truth's fair name. Ethers and spirits and coal-tar dyes are their constituents. Gelatines are colored with coal-tar dyes, which when used in rugs rot the fibers with their chemical strength. "Extracts" have ethers in them sufficient to kill frogs almost immediately. Fats from dead and diseased animals, and foul "rots and spots" find their way into bakeries of the most reputed hostelryes. The Government has won its suit against the flour millers for bleaching with harmful chemicals; but the inimical methods are being used in other industries.

Gimbel Bros., in Philadelphia, have "cleaned up" their grocery department, and do not sell dried fruits any longer; for in the state of California it is still lawful for the fruit growers to use acids in drying their fruits, thus preserving more moisture (therefore greater weight and more dollars) in the fruits.

At this hour we behold the Attorney General of the State of New York proceeding against the sausage adulterators. Those adul-

terators have delivered a mortal blow at their industry. Of course, there are honest sausage makers but the public has been told about the dishonest ones and the public has quite righteously lost its taste for sausage.

Can we not see the fate of de-based foods, like vinegars, synthetic fruit syrups, waste products, jams, jellies, catsup, impoverished, artificially colored, chemically preserved, chemically bleached foods? Are these things sound enough to withstand the cross-examination of the immediate future? Will they in the pages of the newspapers and magazines tend toward solid growth and true, durable prosperity or will they bring about future disaster not only to their makers but to their exploiters? There are many who do know the facts. Is it reasonable to presume that they will all keep quiet?

To properly comprehend the responsibility of the advertising man for food advertising, he must understand the fundamental physics of the body—how a human being is composed of just sixteen chemical elements (hydrogen, oxygen, silicon, calcium, etc.), which maintain life in the fullest sense by the stability of the exact combination of these chemicals as they exist in a healthy person.

The moment this chemical combination is disturbed by the reactive effects of any inharmonious drug, health begins to be broken. And whoever is a party to the distribution of such harmful chemicals, disguised in the shape of "food," is a fellow criminal with the maker.

The magazine or the newspaper is in a privileged position to obtain and to disseminate truth and expose criminal fraud. When it does not do so, and when it further permits the chemical cunning of the impure-food manufacturer to fatten upon innocent families by the use of advertising pages, it is debauching its franchise from the public.

What are the morals of advertising? What is true advertising? Is it service? Is it service to the people who pay for it by which

we mean, advertiser and consumer, or is it exploitation of the common things of daily life?

What are the duties of the advertiser, the advertising agency, the magazine and newspaper toward the prosperity and health and happiness of the nation? The nation grants the franchise of free speech to the newspaper and magazine and accepts its pay in truth, light, service. A newspaper publisher told me recently that he was perfectly willing to print "soothing syrup" ads because he believed women *would have* something at all costs anyhow to stop babies from crying and he might just as well print the ad. I say that man lies when he slanders the woman who trusts that ad in ignorance!

We hear much of getting our by-products into circulation — money-making circulation. The by-product is a good thing when it isn't advertised in the newspapers and magazines as fit for food.

Claims of glory, claims of virtue, claims of miracle-working wonders greet every eye. All things are cheap and most things are sold at less than the manufacturer could make them for to-day. Nearly every store has something to sell at an unprecedented and unparalleled and unheard-of price. Every sale of merchandise was never equaled before in greatness of extent or in cheapness of price. The newspaper advertising of the department stores presents a constant attempt to reach a climax, which apparently will never be reached. Every week is greater in merchandise sensations than the week before. How long are these ridiculous conditions to obtain?

Real truth poured into advertising is swallowed in the general potpourri of over-statement and unproved claims and though it may contain the very information which the people want, the people have lost just sufficient faith to make them fail to see it. In consequence the truth must be hammered, hammered, hammered home at a terrific cost in energy and money.

If standards of truth prevailed, and if the people had confidence in those standards as they should have, the mere publication of a single truthful advertisement would compel attention and response. That something is wrong is evident. That we are not learning fast enough is evident.

Can't we have stoned under us? Must we constantly dance over the eggshell ever ready to crumble to pieces? Is money not to be made through real service? Have we no duties toward humanity, the dischargement of which is worth a livelihood? Let it not be forgotten that we have entered a renaissance period. Look out over the field and ask yourselves what has become of the patent medicines. Like all things false they have fallen under the spell of the renaissance and have beheld their doom.

I do not desire to be a destructive critic, for I believe I *know* — it pays to market and advertise honest, pure products alone. Our firm gained over a million in sales last year and we have cut down every doped thing, down to every maraschino cherry. It is the privilege of advertising men to show manufacturers the profit and the honor in selling only pure goods.

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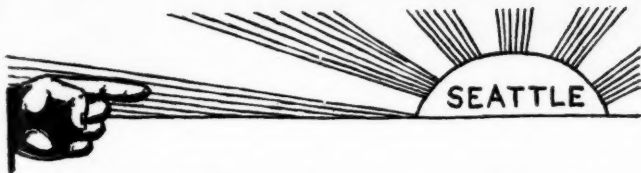
#### MERGER OF BOAT AND BOAT ENGINE COMPANIES

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Several manufacturers who have been more or less well known as advertisers have formed a combination known as the National Boat & Engine Company. This concern owns and operates the several plants. The general offices are in Chicago and a big showroom is maintained in New York at Twenty-seventh street and Madison avenue.

The companies thus combining are the Racine Boat Manufacturing Co., Muskegon, Mich.; the Truscott Boat Mfg. Co., St. Joseph, Mich.; the Pope Boat Co., Fond du Lac, Wis.; the Shell Lake Boat Co., Shell Lake, Wis.; the Pioneer Boat and Pattern Co., Bay City, Mich.; the Inland Lakes Boat Co., Lake Geneva, Wis.; the Outing Boat Co., Ashland, Wis.; the Western Launch & Engine Works, Michigan City, Ind.; and the West Mystic Boat Co., West Mystic, Conn.

The executive departments have been concentrated in the new general offices. Sales agencies are being established at all of the important boat centers of the country.



## Follow The Sun to Seattle

About a half century ago Horace Greeley uttered his famous "Go West, young man." The young man went—millions of him.

He toiled and he prospered, and he and his descendants have built up the great Northwest until it is today one of the richest and fastest growing markets in the world.

Now is the advertiser's chance to go West and grow prosperous supplying this immense market. The

# SEATTLE TIMES

opens Seattle and the entire Northwest to the advertiser. In this vast territory, the Times is in a class by itself. It has the largest circulation of any Pacific Coast paper north of San Francisco.

In 1910 the Times carried 12,328,918 lines of advertising—the second largest amount of advertising carried by any newspaper in the United States. The average circulation for 1910 was 64,741 daily, and 84,203 Sunday.

Investigate **your** opportunities in the Seattle-Northwest market. The Times will be pleased to furnish you with detailed information of any kind.

## **TIMES PRINTING CO., Seattle, Wash.**

**The S. C. BECKWITH Special Agency**

**Special Foreign Representatives**

**NEW YORK**

**KANSAS CITY**

**CHICAGO**

## THE HANDLING AND DISTRIBUTION OF HOUSE ORGANS

HOW NAMES ARE SECURED AND HANDLED—REPRESENTATIVES PRESSED INTO SERVICE TO GET NAMES—HANDLING THE ADDRESSING WORK—A SYSTEM TO ELIMINATE WASTE CIRCULATION

By F. C. Kuhn,

Editor of Magazines, The Sherwin-Williams Co., Cleveland.

The sole purpose of the house organ is that of an advertisement. It is designed to sell merchandise just as well as the magazine or trade-paper advertisement, the direct form letter, the mailing card, etc., and so its effectiveness depends to a large extent upon the proper distribution. The careful and judicious distribution of your house organ deserves as much thought as its preparation, because no matter how carefully it is written or how welcome it is to the recipients, the desired purpose will not be accomplished unless it circulates among the people who represent the buying power of the commodity you are selling. A systematic method of distribution is needed not only to avoid waste circulation, but to make sure your publication is sent to all whom you wish to reach.

The house organ is used in so many different ways that an inviolable rule for its proper distribu-

designed to foster the spirit of fellowship and co-operation between the members of the staff, promote their common interests, and disseminate useful information. The next is a monthly magazine which is sent to the local distributor who has the agency for the sale of our goods in his particular locality. The house organ which is sent to him contains useful suggestions about store management, advertising, etc., as well as telling of any new lines which we have recently placed on the market. The third on the list is a magazine sent gratuitously to painters and decorators who are using our paints and varnishes or trading with our agents. This magazine explains how to execute the latest effects in decoration, tells about different business-getting systems for the painters, etc. The last on the list is a magazine which is sent to the architect. This is a very artistic little publication containing color plates of different fine exterior and interior views as well as half-tone photographs of prominent buildings, etc.

This is how the names of those who are entitled to receive any one of the magazines are procured: In the case of the magazine sent to employees, the names of newcomers are forwarded to headquarters by one of the department heads in each outlying office, and this is also the method

Blank No. \_\_\_\_\_

Division \_\_\_\_\_

THE SHERWIN-WILLIAMS CO.  
ADVERTISING DEPT.

19\_\_

Colorist Mailing List  
SPECTRUM CHAMELEON  
Please Add. The following names to the  
Omit

NAME	TOWN	STATE

REQUISITION FOR HOUSE ORGAN MAILING LIST

tion would not be practicable; but to illustrate what proper system can accomplish in this direction, the following method which is employed in the distribution of the four house organs we publish every month may be interesting.

The purposes of these magazines are as follows: First, one is distributed among employees. It is

followed in omitting the names. In the case of the house organ sent to the local distributor, his name is added just as soon as the agency is placed in his hands, and if at a later date the sales agency is transferred to another merchant for some reason or other, his name is omitted and that of his successor added. The oppos-

# Circulation Talks

From the Capital of the United States

No. 6



## CONCENTRATION

**OF ALL LARGE CITIES WASHINGTON, D. C.,** is the least expensive in which to advertise—because you need only one paper—**THE STAR**—to cover the whole field—and cover it thoroughly and minutely.

**THE EVENING STAR** has only one edition. The circulation is over 60,000 net and of that fully 54,000 copies are circulated in the city of Washington—thus clearly indicating that **THE STAR** is preëminently a local paper—and that it covers the local field with a thoroughness that is not equalled by any other paper in any other city.

**THE SUNDAY STAR** has by far the largest and best Sunday circulation in Washington.

## The Evening and Sunday Star

Washington, D. C.

Sworn net average circulation, week ending April 14, 1911:

Daily - - 60,369      Sunday - - 47,861

DAN A. CARROLL  
Eastern Representative  
Tribune Bldg.  
New York, N. Y.

W. Y. PERRY  
Western Representative  
First National Bank Bldg.  
Chicago, Ill.



When the Mayor of Falaise ordered the people to hang lanterns in front of their doors he thought the streets would be lighter, but they were not.

When he told them to put candles in the lanterns, he thought the streets would be lighter, but they were not.

It was not until he demanded that the candles in the lanterns be lighted that the streets were lighter.

Some manufacturers think that they are reaching the farmer by using the newspapers, but they are not. Some manufacturers think that if they add the magazines, they are reaching the farmer, but they are not.

You are not reaching the farmer until you advertise not only in a farm paper, but in the best farm paper, and not only in the best farm paper but also in the most widely distributed farm paper.

The farm paper that is the best, that has the widest circulation, that comes closest to the farmer's interest because it more closely fulfils his needs, is

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

21

Chicago

tunity for waste circulation is greatest with the magazine sent to painters, but we avoid this to a great extent by having our representative send in the names of painters who are to be placed on the subscription list after either interviewing them personally or securing their names from the local distributor. So that the representative is not put to any trouble in this connection, he simply mentions the name on his daily town report, asking that the magazine be sent regularly and as soon as this advice is received a letter is sent to the painter acquainting him with this fact. The names for the architectural magazine are secured in very much the same way only they are added by special request of the representative after his visit. Also, quite a number of requests are from time to time received direct from architects.

The representative does not send the names direct to headquarters himself, but through the office from whence he travels. The names are then sent periodically to the advertising department on the addition blank that is reproduced on page 50, and this eliminates a great deal of unnecessary correspondence. As soon as the names are received at headquarters, notice is sent to the Addressograph Company of Chicago ordering plates for the names given. This matter generally takes about two weeks and when the plates are received, impression is taken on a small record card. These are then filed in a separate card index file for each magazine and divided alphabetically into states and towns. In this way the record is always kept up to date, for as soon as the omission blank is received, the card is taken out and the plate dropped from the chain. The same blank is used for omissions and additions.

The chains made up of individual plates are kept in large bins near the addressograph machines and every complete chain designated with a distinguishing number. Each state has a chain or several chains of its own which



are arranged in alphabetical order and by referring to the record which is kept, the number of the chain containing any particular state can be at once seen. This facilitates making the additions and omissions.

While the finishing touches are being put to the magazines, the envelopes are run through the addressing machine and kept sorted separately into states. This is necessary in order for them to be accepted by the post-office under the special permit which does away with the need of stamping.

The system explained in the foregoing is as simple as it can possibly be and the waste circulation is kept down to a minimum because semi-annual proofs of the chain records are sent to the outlying offices and they in turn forward a list to each representative showing who in his territory are receiving the different publications we issue. He is also kept continually advised of those on the subscription lists because the names are all added to his territorial list when a new one is prepared every year and the different magazines being sent indicated by means of a small rubber stamp.

#### CITIES ROUSING THEMSELVES

Advertising the home town in local papers to arouse greater civic enterprise is the idea of more than one growing city in the Northwest. At the present time Grand Forks, N. D., is carrying on the most extensive campaign of this sort and is arousing a great public spirit, even to the effect of influencing the business men to pay their dues promptly in the local commercial club. It is hoped to raise sufficient funds by next year to start a more pretentious publicity bureau.

One of the advertisements in the local papers deals with Grand Forks as a place for investment, another extols the climate of North Dakota, another urges the citizens to be polite to strangers so as to earn for the city a name for hospitality. Results are already apparent.

Ross & Howe, Inc., 712 Hartford Building, Chicago, have assumed the advertising management of the *Journal of Agriculture*, of St. Louis, for which they have acted as Western representatives. The *Journal* is now in its fifty-third year, and under the ownership of H. K. Taylor is steadily making headway as a representative farm weekly.



There are not many 35,000 circulation newspapers in the United States where seven thousand agate lines of space can be bought at a four cent minimum rate—only one that we know of—**THE SYRACUSE EVENING JOURNAL.**

Between now and June 1st, 1911, that rate stands. On June 1st, 1911, the minimum rate becomes five cents an agate line. It is worth that and more. Every good space buyer who knows hustling, bustling, prosperous Syracuse, will readily confirm the statement.

*It will be a newspaper space bargain at the new figure.*

*It is a positive find at the present price.*

Syracuse, the city of high grade, highly paid mechanics, the city with a greater proportion of its workingmen owning their own homes than any other big city in the country. And—

**THE SYRACUSE EVENING JOURNAL**, its popular, great and growing afternoon newspaper.

#### THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## MARCH ADVERTISING GAIN

In March, 1911, *THE RECORD-HERALD* gained 78 columns of advertising over March, 1910, and it was the only morning paper in Chicago which gained.

Daily, Net Paid, Exceeding  
**210,000**

Sunday, Net Paid, Exceeding  
**225,000**

### *The* **Chicago Record-Herald**

Largest Known Morning Circulation in Chicago

6 Months' GAIN Exceeding  
**72,000**  
DAILY Net Paid

6 Months' GAIN Exceeding  
**42,000**  
SUNDAY Net Paid

## You Should be Doing Big Business in The South

The money is there, the impulse to buy is there, big buying is actually going on there every minute.

For you always

### **THE ATLANTA JOURNAL**

COVERS DIXIE  
LIKE THE DEW

Daily 53,874 Sunday 57,520

Semi-Weekly 108,129

Atlanta, Ga.

## THE AD THAT WON THE EXPOSITION FOR FRISCO

IT CREATED 100,000 REPLIES AND CHANGED CONGRESSIONAL SENTIMENT OVERNIGHT—AN EMERGENCY AID IN A CRISIS—THE STORY OF THE LONG NATIONAL CAMPAIGN

By S. C. Lambert.

It was a newspaper advertisement in sixty-one papers of the West that changed Congressional sentiment overnight and resulted in a definite choice by the national legislators of San Francisco over New Orleans as the place for the Panama Exposition in 1915.

It is doubtful if there is on record a more trenchant and power-compelling advertisement than this, which, although sent by telegraph at a late stage in the fight, awoke the united fighting spirit of the West and created a tidal wave of over 100,000 letters and telegrams that surged in upon Washington, swamped its telegraphic facilities and reversed the action of the Committee on Industrial Arts and Exposition, which had reported favorably to New Orleans, nine to six.

It would not be correct to say that this advertisement solely should be credited for the final victory. But it did act as a last piece of heavy artillery, swung into action at just the right moment when the other promotion forces were making about an even break of the contest.

The story of events leading up to the telegraphing of this advertisement is the story of two rival promotion campaigns, instinct with much the same spirit and methods that actuate shrewd and resourceful commercial enterprises, contending for the palm of national consumption.

When San Francisco had been rebuilt at a cost of three hundred millions in four years and the arduous task of making a new city was over, her people wanted the world to see what had been accomplished, and former exposition plans were again taken up.

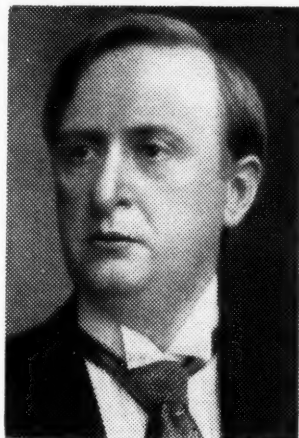
A committee of citizens appeared before Congress in May, 1910, with the request that a resolution be passed advising the President of the United States to invite foreign countries to participate in an exposition to be held in San Francisco in 1915. When the House Committee on Foreign Affairs was about to act on this request, a committee from the city of New Orleans suddenly appeared before them, advancing the claims of that city as the logical point at which to hold the Panama Exposition. The entire Legislature of the state of Louisiana adjourned and visited Washington, D. C., in a body, appearing before the Foreign Affairs Committee arguing for New Orleans as the exposition city.

This demonstration of Southern spirit so impressed the committee that action on the San Francisco resolution was deferred until Congress was about to adjourn in June. Two resolutions were reported favoring both cities when either or both would raise the sum of \$7,500,000 for an exposition.

To appreciate fully the human interest in this story, the reader must realize what the Solid South means in politics, and appreciate that the Southerner is a natural-born politician. The West has been too busy with its own development to bother as much about national politics, and when the Foreign Affairs Committee said: "Raise \$7,500,000 if you expect to hold an exposition," San Francisco called a mass meeting and raised the first \$4,000,000 in less than two hours. The balance was subscribed a few days later. But, not content with doing only what was expected, the State of California and the City of San Francisco raised \$10,000,000 additional, making the available fund \$17,500,000 instead of \$7,500,000.

In the meantime New Orleans was busy. Men were sent to the homes of congressmen where endorsements from city officials, civic and commercial organizations were secured for New Orleans. Delegations from Louisiana, headed by the Governor,

## A. F. SHELDON



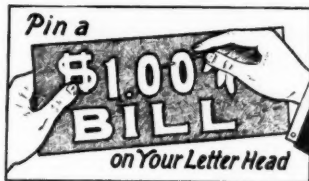
Has written for **STANDARD ADVERTISING** the best article which in our opinion has ever been produced on the subject:

### Getting Immediate Results From Advertising

Covers influences which make for business. Attitude which the writer must hold toward his message, his firm and buyers. Will put new life in any advertising man not beyond redemption. Worth more than price of year's subscription—\$1.00.

Mr. Sheldon is the highest authority on salesmanship, a master organizer who has demonstrated his ability by establishing his School of Salesmanship in eleven American cities and six foreign centers, all built on his ideals.

**STANDARD ADVERTISING** (monthly) stands for advertising conservation, efficiency and rightly directed energy.



For year subscription, 3 for \$2.

**SETH BROWN, Editor**

**STANDARD ADVERTISING**

Kesner Bldg., Chicago.



114 from that section, they had a good lead until the San Francisco delegation arrived in Washington.

The San Francisco committee believed that inasmuch as they only desired to reach 391 representatives and 92 senators, it was not necessary to advertise to the general public, but that better results could be secured by concentrating on the political and financial and commercial factors in each congressional district. Therefore, San Francisco's arguments were used as far as possible to impress these factors, who in turn were constantly and persistently urged to keep after their congressmen—14,000 names in New York City alone can give an idea of how strong this campaign became.

Ten booklets dealing with every phase of San Francisco's advantages were issued and sent every four days to each of the 73,000 names. When a congressman seemed to be against San Francisco, a special campaign of letter writing was directed into his district. This campaign was

continued vigorously until December 1, when a special Washington committee was appointed to go to Washington, open headquarters and continue the fight until the finish with one instruction, that being to "bring home the bacon."

Congressman Moon, of Philadelphia, Pa., stated that he had never known of a campaign since his advent in Congress which has been carried on with such organization and system and force as the fight in behalf of San Francisco. He especially referred to the fact that the biggest manufacturers in his district had written him strong personal letters, urging him to support San Francisco. He mentioned the Baldwin Locomotive Works, employing thousands of men. He said, "I can't ignore these letters. Many come from personal friends, employing large numbers of voters." He was then taken to the secretary's office in Washington and shown his replies to these constituents, for the Washington

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## STATEMENT OF ADVERTISING

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CARRIED BY

### TWIN CITY NEWSPAPERS IN MARCH, 1911

**THE JOURNAL** every month refuses a large amount of undesirable advertising, and is the only paper in the Northwest that refuses to accept liquor advertising.

#### Minneapolis Journal, 2802 Columns

(22 inch basis)

Minneapolis Tribune, - - 2579 "

St. Paul Dispatch, (No Sunday Issue) 1669 "

Pioneer Press, - - - - 1404 "

### THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives  
O'MARA & ORMSBEE

NEW YORK  
Brunswick Building

CHICAGO  
Tribune Building

# NEW ENGLAND

**The Land of Steady Buying Habits—Created by  
Newspaper Advertising.**

## Her Silverware Industries

Twenty-five Million dollars' worth of silverware produced annually in New England.

Look up statistics of any of her dozen leading cities and you'll find silverware playing an important part—in some cities the LEADING part. Making silverware calls for the skilled artisan—the expert craftsman in working silver and gold; the man whose exceptionally clever inventive and productive ability commands far above the average wage.

In one New England state is a city having the highest per capita wealth in the nation; and another having the highest per capita wage rate.

New England, from the shores of Long Island Sound to Maine's rugged coast—is an unbroken network of busy cities, progressive towns, and prosperous villages. It is a concentrated newspaper field "**par excellence.**" The ably edited, carefully printed, daily newspapers reach out from each center, until they meet each other on the border line and no territory is left uncovered.

And the readers are buyers, with settled home habits, and are regular readers of the daily newspapers. Advertisers who use them are assured repeat orders from jobbers, dealers, consumers.

In New England an advertiser will make no mistake if he uses these leading papers:

<i>Meriden, Ct., Record</i>	<i>Salem, Mass., News</i>
<i>Waterbury, Ct., Republican</i>	<i>Lynn, Mass., Item</i>
<i>New Haven, Ct., Register</i>	<i>New Bedford</i> <small>STANDARD AND MERCURY</small>
<i>Portland, Me., Express</i>	<i>Worcester, Mass., Gazette</i>
<i>Burlington, Vt., Free Press</i>	<i>Springfield, Mass., Union</i>

committee had the entire file of over 100,000 letters to and from congressmen on record in their Washington headquarters.

The fight in Congress continued strongly—each side claiming a victory, until the Committee on Industrial Arts and Expositions filed a report favoring New Orleans by nine to six. While San Francisco expected this, it was discouraging to her cause. The Rules Committee reported a rule on January 24 calling for a vote on the exposition question on January 31. Then the fight began.

When the committee turned San Francisco's proposition down in favor of the South, San Francisco determined to arouse the West to demand that the exposition question be settled on what it claimed were purely business lines. Here's where advertising played the rôle of a savior.

A conference of the San Francisco committee was called one night at ten o'clock and it was suggested by Fred B. Lloyd, of the Pacific Surety Company of San Francisco, that an advertisement be prepared and inserted in the leading papers of the West, asking the readers to telegraph President Taft and party leaders. This suggestion was adopted and Mr. Swasey prepared a sixty-inch ad which he took to N. W. Ayer & Son for immediate placing in sixty-one Western papers by telegraph. The ad appeared on Monday morning and the result, as already stated, was over 100,000 telegrams to Washington.

The telegraph facilities of both companies at Washington were inadequate to handle the business. For five days the West telegraphed and telegraphed.

President Taft and his managers, yielding to the showing from the advertising, put in a kindly word here and there with doubtful congressmen.

Speaker Cannon smiled kindly on San Francisco, and Congressman Dwight, whip of the House, cracked his lash, and when the vote was counted, San Francisco had 188 to New Orleans' 159. A difference of fifteen votes would have changed the result.

## Worcester, Mass.

Worcester's savings banks deposits are LARGER than the total combined deposits in the entire TEN SOUTHERN STATES, including the two Virginias, the two Carolinas, Georgia, Florida, Alabama, Mississippi, Louisiana, and Kentucky

### And the Gazette is Worcester's "Home" Paper

Largest Evening Circulation!  
The Paper that gives Results!

*JULIUS MATHEWS, Representative.*

# 51,860

that's the population  
of

## Champaign County Illinois

Practically all reached  
by the

## Champaign Daily Gazette

A 10-page 7-column daily.

Brimful of all the  
Local News.

**J. D. WHITE, Business Manager**



## THE STORY OF A REVOLUTION IN SELLING METHOD

GAS ENGINE MANUFACTURER BREAKS LOOSE FROM OLD MARKETING METHODS AND SELLS DIRECT—HOW AN ADVERTISING AGENCY ANALYZED THE SITUATION

By Charles O. Hamilton,

General Manager, Elyria Gas Power Co., Elyria, O., and President Nat. Gas & Gasoline Engine Trades Ass'n.

The powerfully creative "straight line" means of selling is coming to obtain in the gas engine field, too. The jobber, the local agent and the traveling salesman, as creative factors, are going the way of the same functionaries in other manufacturing lines, and manufacturers are endeavoring to bring their influence directly to bear upon the consumer of engines by good trade-paper advertising.

When you substitute the direct influence of the manufacturer upon the user, by which, of course, I mean intelligent and forceful publicity, for such unsatisfactory creative work as has been heretofore charged to the jobber, the agent, et cetera, you witness a sharp fall in selling price; to be exact, in our case a drop from \$2,100 and \$2,250 to \$1,650. The difference is the measure of the tax imposed by the jobber, the agent and the salesman. At \$1,650 the manufacturer has the same profit, and, the vital thing, the direct control of the order-producing field.

Gas engines are what are known as "slow sellers." Buyers generally consider a purchase for months before deciding. They are apt to become confused through claims made by competing salesmen during the period of investigation. Not infrequently they finally buy the cheapest engine offered.

My company couldn't use bigger space, blacker ink, better cuts, or employ slicker talkers as salesmen in presenting our goods to buyers. Our higher price was necessarily a handicap in marketing our product.

At the same time the cheap engine man was about as bad off as were we. High sales expense, due to keen competition, cut into us both and into the buyer as well.

Builders of gas engines of from 20 to 200-hp. employ traveling representatives, more or less clever men who pose as "engineer-salesmen." Connections are made with machinery and supply houses and dealers handling small gas and gasoline engines to act as local representatives. They are supposed to be lookouts and to originate or develop sales for the larger gas-engine units.

The function of these resident houses is to go as far as they can with any deal—which ordinarily means handing out the builder's printed matter—then reporting the case and having the salesman get on the ground to handle the business.

The builder in the meantime does his advertising and refers inquiries in territory to the local representatives. Where not represented, the salesman is sent posthaste to get in touch with the prospective business at first hand.

My experience and acquaintance with the trade gave me an opportunity of knowing that practically all of us builders were facing the same set of conditions. Yet no one seemed ready to break away from the old practice. \* \* \*

For the purpose of getting an additional, and I considered a professional, view-point of the problem, we enlisted the services of the J. Walter Thompson Company and aided them to the utmost with all the intimate and confidential information we possessed, conducting a thorough and searching investigation. Perhaps nothing better than their report concisely states the conditions. Part of this report follows:

The present method of reaching the user through the usual trade channels of salesmen, agent, dealer and jobber is deficient in that it cannot be controlled with any degree of certainty or the effectiveness of the impression on the user assured.

Every element intervening between factory and user weakens the direct force of the factory influence, in the same way that every joint in a pipe



# MERIDEN, CONNECTICUT

*"The Silver City"* Home of the International Silver Co.

Meriden has an unusually large number of people of means, and an exceptionally large percentage of wealth to population;

Meriden's big manufacturing concerns employ skilled mechanics almost exclusively, and pay the highest wages that are paid

anywhere in New England;

Meriden's savings bank deposits amount to \$11,000,000.00 and most of this is held by small depositors;

Meriden has no illiteracy, and has a great percentage of newspaper readers to population.

## MERIDEN MORNING RECORD

Established in 1860. The only morning newspaper in

## MERIDEN, CONNECTICUT

and its four tributary towns.

ONLY TWO-CENT NEWS-PAPER in a field of 60,000 POPULATION;

Leading FAMILY newspaper in its territory;

Only Meriden paper having THE ASSOCIATED PRESS SERVICE;

Member of the American Newspaper Publishers' Association;

Only Meriden member of the Daily Newspaper Club;

Scarcely any of the daily papers of other Connecticut cities sold in Meriden.

Record's CIRCULATION averages 8,000 copies daily.

## Of Interest to Advertising Men



Before your club, league or association offers a prize or presents a Loving Cup, it will be worth while for you to remember that we supply the cups and trophies for many of the leading clubs and associations.

Our designs for cups and trophies are to be had in either sterling or plated ware.

Made by the manufacturers of the famous **1847 ROGERS BROS.**

*"Silver Plate that Wears"*

Write for our Trophy Catalogue "P."

**MERIDEN BRITANNIA CO.**

(International Silver Co., Successor)

Meriden, Conn.

NEW YORK

CHICAGO

SAN FRANCISCO



## TO BUYERS OF ADVERTISING

WE produce original and artistic  
ADVERTISING SIGNS, CUT OUTS,  
DISPLAY STANDS AND SPECIALTIES  
IN PAPER AND CARDBOARD to fit  
your proposition, or we will carry  
that idea of your own to successful  
completion.

Tell us what you manufacture  
and what class of dealers handle  
your goods and let us suggest  
"just the thing" to back up your  
general publicity and move your  
goods from where they are to  
where they ought to be. Drop us a  
line. We are serving others--let  
us serve you.



*"Advertising Specialties  
that Signify Existence."*

## Feister-Owen Press

Philadelphia Milwaukee

### SPECIAL EQUIPMENT

FOR PRINTING

Almanacs  
Booklets  
Catalogs  
Circulars

IN

## Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Get into communication with  
our nearest plant

creates friction and reduces the pressure.

When such intervening elements are almost wholly beyond factory control, they are actively detrimental to profitable intercourse between builder and user, setting as they do a limit to the volume transmitted and through inefficiency reducing the initial force.

When these uncontrollable elements add a burdensome load to the cost of merchandising they should be done away with, unless there are special reasons why they should be permitted to exert even a negative control over the output.

Since neither jobbers or dealers are now depended upon to create a market, do not now pretend to supply engineering advice or special information other than that contained in catalogues and factory publicity, do not carry complete stocks, use the same sources of information as are used by the manufacturer in ascertaining credit ratings, perform no special service as agents, do not guarantee the manufacturer any stated amount of business nor purchase stock beyond current sales in return for exclusive territory, privileges, or special discounts, they have ceased to be a necessary means of distribution so far as the gas-engine industry is concerned.

Therefore, since the development of a market for your engine will entail making its merits known, understood and appreciated in the field from which business is to come, the means to be used in accomplishing this result should as nearly as possible be:

1. Under the complete control of the company;
2. The most direct route to the prospective purchaser;
3. Not to add dead weight to the overhead expense or to the selling price of the engines.

Publicity, as hereinafter described, is the only means for marketing this product that complies with the above three strictures. It can be held under complete control, takes the most direct course from builder to user and, properly administered, will develop sufficient immediate business to justify it as a profitable investment, exert a present influence on a possible future market and create a prestige or good will which as a live asset should have a value equal to the amount spent.

To comply with the above requirements, the publicity should consist of display advertisements in trade and technical publications, editorials explaining the adaptability of gas engines in general and the especial virtues of the Elyria horizontal tandem in particular; news items such as factory notes of general interest, description of peculiar incidents and unusual results accomplished in service rendered and economy effected; illustrated descriptive matter distributed to technical schools, colleges, consulting and constructing engineers; catalogue matter with illustrations and descriptions that tell in simple, non-technical language a gas-engine story that will interest and convince; illustrated testimonials or reports of installations that describe conditions before and after, state requirements, specifications, results of tests

and comparison of costs and letters from satisfied users.

These to be supplemented by correspondence giving specific information, engineering advice, talks on the economy and satisfaction of buying direct and new arguments that come up as the work progresses.

After receiving this report, my associates practically decided to support me in a direct sales effort.

In a pamphlet we issued we explained how we were able to sell for \$1,650, at a profit, the identical engine for which the user had previously been made to pay from \$2,100 to \$2,250. The former high cost is explained, of course, by the expense of the old, indirect method of making the sale. To quote from page 12 of "The Salesman's Angle":

Analyzing the business at our office, I have classified the sources of inquiries which resulted in sales as follows:

First, in number, from advertising, direct or indirect. By this I mean use of copy in papers and by circularizing.

Second, through prospective user having seen, heard or read about the operation of our gas engine or some other, and applying direct.

Third, and I am bound to admit a poor third at that, are the inquiries which have originated from the use of a fine-toothed comb by me or my salesman in the personal contact solicitation.

How far or in just what direction our advertising will go, we still have to decide. It seems possible that in this we shall stray from the beaten paths of the regulars in our line to a certain extent.

To re-enforce our plan we have just begun putting out our new book, "Efficient Gas Power," which in addition to being a catalogue of our engine, contains, as its title indicates, "facts about gas engine practice not generally known and never before published."

#### AN EVENING'S CONSIDERATION OF WASTE IN ADVERTISING

"Wastes" was the topic discussed at the monthly meeting of the Advertising Men's League of New York on April 6. The speakers were Arthur Elliott Sproul, of the advertising department of the Greenhut-Siegel Cooper Co.; Adolph Roeder, immigration commissioner of New Jersey; Calvin H. Luther, of the National Cloak & Suit Company, and Gerald B. Wadsworth, of the M. P. Gould Advertising Agency, New York.

**Some Industries with distributing headquarters and factories located in**

## Portland

### Maine's Largest City!

Wire Screens.  
(Largest in the World)  
Paper Mills.  
Silk Mills.  
Lumber Mills.  
Marine Specialties.  
Canning Factories.  
Confectionery.  
Matches.  
Drain Pipes.  
Iron Works.  
Furniture.  
Leather Goods.  
Paints and Oils.  
Stoves and Furnaces.  
Agricultural Implements.  
Carriages.  
And many others.

## Evening Express

### Maine's Largest Daily Circulation!

*JULIUS MATHEWS, Representative.*

## \$20,000,000 INVESTED

in industrial plants in Bristol, Va., Tenn., make it and the adjacent territory a first-class market for advertisers.

Brick-yards, overall, spoke and mattress factories, lumber and extract plants, foundries and machine shops, tanneries, paper mills, etc., are examples of the varied business interests to be found in Bristol. As a consequence of this activity, the town is the logical center of a wide and prosperous territory.

To sell to the people who are supplied with the necessities and luxuries of life from Bristol, the advertiser has one certain means—to use the only three papers published in Bristol. *The News* and *The Herald-Courier*, daily, semi-weekly and Sunday, with their combined circulation of 9,700 copies per day, go into practically every home within a radius of 75 miles.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a booklet of facts that may surprise you.

**THE BRISTOL PUBLISHING CORP.**

FRANK LEAKE, Manager

Bristol, Va.-Tenn.

Foreign Representatives

New York—Payne & Young—Chicago

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, April 20, 1911

## Department Stores As Distribution Factors

Not only in this country but abroad department stores have grown to immense proportions. The Bon Marche in Paris is reputed to sell yearly \$48,000,000 worth. This represented in American equivalent, with duty levied on French goods, would be over \$75,000,000.

There is a department store in the West selling at retail, approximately, \$30,000,000 a year, and employing between 3,000 and 4,000 people. They have had as high as a quarter of a million people enter their store in a day.

The Bon Marche is reputed to have sold over 100,000 pairs of kid gloves at the first of their great annual glove sales. This sale has been copied by many of the large department stores of this country. One department store in the West sold, in one day, 3,000 dozen live frogs for bait, and at Christmas another large department store sold

over 3,000 turkeys, which illustrates the amazing versatility of the big department stores. Nowadays they sell everything—big yachts, automobiles and portable houses as well as goldfish, dogs and square meals.

The reason for their growth is admittedly not for their service or even for their prices in all cases, but mostly for their centralized convenience. To buy quickly a great variety of things under one roof is a big factor of convenience. Due to this department-store habit of buying, which naturally tends to increase (and would increase a great deal faster if comparative prices, low quality, and poor service were remedied) the department store is becoming a bigger and bigger problem to the manufacturer. Whether he does or whether he doesn't sell to them they become problems. If he doesn't sell to them, and he builds up a reputation, they get his goods somehow and cut prices; and if he tries to sell to them they want impossible concessions.

In view of this, and in view of the complaints of service as told in this issue by a prominent advertising man, PRINTERS' INK will print some special articles by various advertising men, both from the department-store view and from the manufacturer's point of view. Some very pointed analyses and constructive criticisms will be presented.

## Increasing "Families of Products"

"Scientific manufacturing" should be the title of a propaganda similar to the craze for "scientific" management; for "scientific" (only another name for accuracy and practicality) is a good description of the development going on in many up-to-date plants.

Every product has its "off seasons," and its unproductive gaps in the continuity of manufacturing process or selling organization. How to take up this loose energy, or waste product or off season, or, to put it positively instead of negatively, how to take advantage of the fuller possibilities of a

plant or selling organization or good will,—is a problem keenly appreciated by the higher strategists of manufacture.

During the past year or more there has been a surprising increase of birth rate in manufacturing families. Additional products have been announced almost every month by already well-established concerns. The makers of Ivory Soap, though already heavy manufacturers of other laundry products, have announced a new member of the family—a vegetable shortening. Libby, McNeill & Libby (part of the Armour family) have announced the purchase of the old Sea Foam baking powder.

Perhaps more interesting than any instance is the expansion of the Corn Products Refining Co.

According to an official, that company has gone into the business of manufacturing jams and jellies, and is interested with others in the manufacture of molasses. During the last year Corn Products Refining Co. bought complete control of St. Louis Preserving Co., in which it had held an interest for some time previous. The latter company consumes about 25,000 barrels of glucose a year. It is the intention of Corn Products Co. to erect a new plant for the making of jams and jellies at Granite City, Mo., and soon to begin selling and advertising them under the Refining Co.'s own name.

In addition to this extensive acquisition, the same company has bought the Novelty Candy Co., and is already taking steps to advertise nationally a popular-priced brand of candy.

Manufacturers who fondly imagine they can beat the world with one product might profitably take thought at this tendency toward expansion. A salesman can talk five or six allied lines to dealers and wholesalers at very little more expense than one; and a single trade-mark or good-will reputation is perfectly competent to support a line of products and advertise them at a far lower cost per unit than a single article could be exploited.

### **Civil War over a Trade Name**

Southern France is almost in a state of civil war over nothing but the threatened deprivation of the champagne makers of the right to use the name "champagne."

To people far away it seems amazing that so much feeling should be aroused over simply a proposed shifting of names. In a peculiar fashion the power of a trade-mark is being vividly demonstrated. It is as though an oak of many years' growth were suddenly uprooted, and the amazing network, reach and gripping strength of the roots were being demonstrated. Entwinings and holds which have been unsuspected because hidden are encountered, and before they can be released force and upheaval of a radical sort must occur.

The situation is made of national intensity because of the peculiar European habit of using geographical names for trade-marks—or, to be strictly accurate, because of the necessity for using geographical names for trade-marks after the makers fail to provide any individual trade-mark. The Government was obliged not long ago to "delimit" the area of "Bordeau" Champagne, because it had overlapped the geographical boundaries. Growers in Aux were naming their product Bordeaux, claiming it to have become generic.

A significant and timely contrast is afforded by an article in this issue concerning the added protection through advertising which the Eastman Kodak Company is taking for the name "Kodak." Shrewd and fair conservation of trade-mark value has been the foundation rock of American manufacturing success. The big growers in southern France who are now pushed off the champagne platform with a herd of others, are down at the bottom of the ladder of individuality. If they had been wise they might have been entirely immune from the wreckage following the giving up of a name. If the growers are wise collectively, they will even now stop their foolish la-

menting and co-operatively adopt a name and advertise it in America and elsewhere. Their product must have commercial value and ought to be able to keep its market steady—by simply taking modern steps to fix identity and affirm quality.

### **The Advertising Waste Bogey**

Almost everybody in the advertising business is dead certain there is appalling waste in advertising. It is the favorite topic at advertising club discussions, and such a thrilling case can be made for the contention that shivers are apt to traverse the hearers' spines as they listen. Perorations noble as the exhortations of Clay or Webster can be built upon the assumption of waste.

But where do the orators arrive when they get through? They might as well have been orating about the sins of the Great White Way or the folly of going to sea in leaky boats. However skillful in calking leaks, the elimination of leaks depends so much on the boat—and you can't get a new boat in the middle of the sea. There are many advertisers whose proposition or whole individual character is such that they cannot avoid advertising waste. When an advertiser says that all he expects advertising to accomplish is to "create a favorable feeling," where is the judge that can make a chart of his advertising waste? It will simmer down inevitably to *an opinion*—a personal opinion backed by no conclusive evidence.

Julius Schneider, formerly advertising manager of The Fair, Chicago, said the other night to the Agate Club, Chicago, "Advertising waste is largely a matter of deliberate choice or lack of nerve in the face of demands." This is a significant sentence, and illustrates how much *personal character* enters into an advertising campaign. Few situations in selling (unlike manufacturing) are exactly alike, and qualities of character form the very life of an advertiser's success or failure.

What the "advertising waste" orators ignore is that there can be a great deal more waste in being *under-aggressive* than through *over-aggressiveness*. Everybody is ready to pounce upon some advertising that is done and prove it a waste; but nobody tries to compute how much *more* would be wasted if the advertiser didn't advertise at all. All advertising is pioneering, and the best pioneer who ever blazed trails took some false steps, doubled on his tracks and many other things later proved to be inaccurate and foolish.

One man's recipe for eliminating waste may be another's recipe for building business. The main thing is to *study your business*. A certain large advertiser of the veriest general-publicity type, who has been very frequently criticised for "waste," has satisfactorily demonstrated to a chosen few in his confidence that, considering his product and his trade situation, his present kind of advertising is high-class strategy—the mourner's bench of "waste" critics to the contrary notwithstanding.

Waste lies as frequently in the qualities of the man as in the methods of his advertising; and all "waste in advertising" is an elastic, relative and nebulous term.

### **"ALL-BRITISH SHOPPING CRUSADE" ON**

The long-heralded "All-British Shopping Crusade" took place during the week of March 27-April 1 in Great Britain. During this week shopkeepers in Great Britain are expected to show only British-made goods on their counters and in their windows, and purchasers are expected to confine their shopping to such articles.

The movement is the direct outcome of agitation by the Union Jack Industrial League, which wants a uniform design and trade-mark for all British goods, accompanied by such words as "British made." The movement has the sanction of the King and Queen.

There are dangers in this sort of trade movement. The *New York World* points out, for the "same sentiment to which appeal is now made may be evoked thereby in other nations to which Great Britain annually sells nearly \$2,000,000,000 worth of goods."

Grant G. Gordon, who has been subscription manager of the *Sunset Magazine* for the past three years, has been appointed assistant business manager.

# Strathmore Parchment

is the business stationery for those who must give expression to the highest business ideals. In deduction - this paper combines the reliability of the ages with the progress of the age.

## *The Strathmore Parchment Test Book*

will interest the Business Man whose creed is simply "Best." Ask your Printer for it or write us.

*The "Strathmore Quality" Mills*  
Mittineague Paper Company  
Mittineague, Mass., U. S. A.





## JUDGING TECHNICAL JOURNAL CIRCULATION

HOW AN ADVERTISER MAY ESTABLISH THE USE TO HIM OF A PERIODICAL'S READERS—INQUIRY INTO METHODS OF GETTING READERS ESSENTIAL—PLANS THAT LUMBER UP A LIST WITH PROFITLESS NAMES

By E. H. Schulze,

Of the American Machinist, New York.

Wide-awake advertisers in technical publications are studying more and more carefully the class of readers they are paying good money to reach. Progressive publishers are instructing their solicitors to educate advertisers in how to judge circulation. The argument of quantity circulation is giving way to quality of circulation. Solicitors are explaining step by step just how their circulation covers the field, what offers they make to subscribers, the sales plans used, etc., and in these explanations the keenly interested advertiser is able to find proof that their publication is worthy of his patronage.

It is a comparatively simple matter to judge the character and interest of the readers by the subscription offers made by the publisher.

Certainly no premium should assume such value that the premium itself becomes the whole show and the subscription merely an incident. Premiums may be used without detriment if used judiciously. They are sometimes necessary to interest new readers in a paper about which they know nothing. Attractive combinations can be made that place the premium at a cash value of *not more than half* the subscription price of the paper. If the publisher offers premiums, Mr. Advertiser, study their character carefully. You can't offer something "cheap" in combination with a subscription, and interest an intelligent, responsible reader. High-class offers appeal to high-grade readers, and remember this, the *more cash a man is willing to pay for the paper itself*, the higher he values his purchase.

But a subscription offer is not everything. True, it will tell you what kind of people read the paper, but it will not explain how thoroughly the paper covers its field. Study the sales methods. Getting local agents by mail will produce a reasonable amount of business. Salaried subscription men are better producers of the men they can reach than are sales letters. Yet no one of these methods is complete in itself. The publisher must use them all—and then some—to cover the field thoroughly. One plan reinforces the other.

Every power plant, mill, machine shop, manufactory, etc., has one or more men who do the buying or influence it. These, Mr. Advertiser, are the men you must reach. The publication with the greatest number of such readers in the *greatest number of concerns* is the best medium. Mere quantity circulation in any one concern at the expense of no subscriptions at all in a dozen other concerns is a losing proposition for you.

It is even safe to judge the character of a publication's readers by the methods employed in getting them to subscribe. There lies the advertising strength of the publication. The modern circulation problem must be handled by specialists who work hand in hand with the advertisers—men who understand advertising and selling—men who do not neglect the interests of the advertisers for personal gratification in getting a big circulation that has nothing to recommend it but quantity. "Readers that read" must be the circulation manager's slogan. He cannot sell goods nor can he prostitute his subscription list for your circularizing; but he can guarantee that his circulation consists of men who either have an influencing voice in purchasing or the direct power to buy. It's up to you to do the rest, for the high-grade technical paper is an automatic finder of buyers for the advertiser's product, his silent salesman who is on the job when he is needed.

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**"NEWSPAPER NIGHT" IN SYRACUSE**

The Syracuse Advertising Men's Club celebrated "Newspaper Night" on March 27 in a highly original, amusing and edifying way. The various feats of wit and humor that preceded the more solid portion of the evening were so novel and vivid that the 420 clubmen and guests were electrified into a high state of attention. Among the many guests were Arthur Brisbane, editor of the *New York Evening Journal*; W. C. Freeman, advertising manager of the *New York Evening Mail*; Manly M. Gillam, advertising counsel of the *New York Herald*; Paul Block and Collin Armstrong of New York, and William H. Armstrong, president of the Rochester Advertising Club.

President Walter B. Cherry, of the club, was toastmaster.

Two of the humorous features which made hits were the fake war extra of the *Efnink Choinel* and the "Souise Edition" of the *New York Evening Wail*.

Mr. Freeman, in his address, declared his belief that newspaper advertising rates were too low. Extracts from other addresses will be published later.

Charles R. Custer has been appointed general advertising manager of the Chicago & Northwestern Railway to succeed Charles G. Hall, who resigned to accept a position with the Curtis Publishing Company at Philadelphia. Mr. Custer has been assistant to Mr. Hall.

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## Wanted—A Job!

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Seven years ago I determined to make advertising my life's vocation. Since then I have strictly adhered to a fixed policy—to obtain experience even at the expense of immediate financial remuneration. I have voluntarily resigned from two good positions to accept smaller salaries, but where I was offered valuable training. And now I want to cash in—to connect permanently with an organization offering a good future for good work, as advertising or sales manager, or assistant advertising and sales manager, or with a small *growing* agency.

**RECORD:** Two years with the largest firm of its kind in the world—supervising and directing the work of salesmen, and giving them co-operation by direct mail promotion with dealer and consumer; a year and a half in the general agency field; three years as assistant advertising manager of a \$10,000,000.00 corporation, whose expenditures for varied forms of advertising during that period exceeded \$900,000.00, a substantial part of which was spent by my personal direction. Mine has been a well-rounded experience, and a comprehensive training from the standpoint of the sales manager, advertising agent, and advertising manager.

**QUALIFICATIONS:** Am conversant with modern selling and direct mail promotion methods—sales stimulus. I am a successful buyer of advertising merchandise—engravings, electros, art work, window cards, cut-outs, etc. I know how to prepare effective printing,

how to buy it economically, and supervise it so that it is delivered right, and on time. I have bought printing to the value of a quarter of a million dollars, with increased efficiency and with a saving exceeding \$15,000.00, compared with previous prices paid. I know what constitutes result-producing copy; understand media, and how to buy space, and at what price. And above everything else, I have vigorous enthusiasm, modified by a keen commercial instinct.

I can work just as well, and happily, in Keokuk, Iowa, as in New York. I am not an expensive man, although the work I do is of the expensive caliber. I seek a permanent connection with a future, rather than immediate salary, and desire my ability, earnestness and integrity to be put to every test that a shrewd manufacturer or manager can devise.

Address "A. M.," care of Printers' Ink.

**My Services  
Will Mean  
Profit to  
Some Firm.**

## AN ADVENTURER'S ADVERTISING CONFESSIONS

EASE WITH WHICH GEORGE GRAHAM RICE RELIEVED PUBLIC OF \$200,000,000—A STRIKING ILLUSTRATION OF WHAT ADVERTISING CAN DO WHEN STAGE IS SET

When George Graham Rice (the "master adventurer in popular finance," as the editor of *Adventure* calls him, the man who has been instrumental in separating the public from more than \$200,000,000 of its money by schemes of publicity and promotion), broke the news to a newly established brokerage firm in the new mining camp of Goldfield, Nevada, in 1904, that it needed advertising to move its stocks, the manager was perfectly aware of the fact.

"We are already spending \$100 a month," he said.

"One hundred dollars a month!" exclaimed Rice. "Why, you ought to be spending that much every hour!"

And Rice was right. The first thousand dollars the firm trusted him with brought down a golden shower, and within two months the firm was spending \$5,000 to \$10,000 a week for advertising. That was only the beginning.

Rice is telling the story in *Adventure*. It is of particular interest at this time, coming as it does only a few weeks after the promoter got into difficulties with the United States Post-Office authorities and the courts, and had his brokerage house in New York closed. It throws an interesting light upon the newspaper situation, and shows how easy it is for an "adventurer" to break into the advertising business.

Rice found himself a "busted" New Yorker sojourning on a ranch near Stockton, Cal., in 1904. He was drawn to the mining camp of Goldfield, and after various adventures, opened the Goldfield-Tonopah Advertising Agency, which consisted of a pine-board table in rented desk-room. He says of this venture:

The idea of applying to the American Newspaper Publishers' Association for recognition did not occur to me. I

did not know that such was the practice of agents. I did believe, however, from my ad-writing experience with the Maxim & Gay Company, New York, that I could write money-getting advertising copy.

Further, my experience in making contracts with advertising agents for the publication of Maxim & Gay's advertising in newspapers throughout the land, had, it seems, conveyed to me sufficient information regarding that end of the business to fortify me in my new field.

With his first thousand dollars, Rice took large space in two well-known newspapers. The results were so good that, as said, the brokerage firm employing him was soon spending from \$5,000 to \$10,000 a week for advertising.

My contracts with the advertisers required them to pay me one-time rates, and my contracts with the publishers permitted me to send in copy at long-time rates, and the profit was about forty-five per cent. And inasmuch as I always sent cash with the order, my copy was in great demand. Indeed, my agency was fairly inundated day after day by newspapers from all over the country, the managers of which were clamoring for the Goldfield business.

Rice states that within three years his advertising agency inserted in the neighborhood of one million dollars' worth of advertising in the newspapers of the United States, chiefly those in the big cities. He knew little about mines, but was an enthusiast, and as he says, "My enthusiasm undoubtedly carried itself to the readers of my advertisements." He continues:

But the tone of the advertising copy did not entirely explain my success in bringing the money into Goldfield. The stock offerings undoubtedly struck a popular chord. Tens of thousands of people who for years had been imbibing the daily financial chronicles of the newspapers, but whose incomes were not sufficient to permit them to indulge in stock market speculation in rails and industrials, found in cheap mining stocks the thing they were looking for—an opportunity for those with limited capital to give full play to their gambling or speculative instinct.

Time and again promotions were almost completely subscribed by telegraph in advance of mail responses reaching Goldfield; and it frequently needed but the publication of a half-page advertisement in forty or fifty big newspapers of a Sunday to bring to Goldfield by wire before Monday

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night sufficient reservations to guarantee oversubscription in a few days.

Old-time promoters had been wasting time and money building up "sucker lists" to circularize. Rice went after quick results. He says:

It was easy to give full play to the penchant for experimenting in the evolution of mining stock promotion in Goldfield. The old system and the one

which recently has enjoyed much vogue among financial advertisers, was to endeavor first to get names of investors rather than immediate results from the advertisements, and to follow them up by correspondence.

In spending the first \$1,000 appropriated for advertising from Goldfield, I split the money between two newspapers on one day. I constructed large display advertisements and appealed for direct quick replies. This succeeded.

Later Rice organized a news bureau as an adjunct of the ad-

## Everyone Reads the Advertisements On Taylor Trade Winning Thermometers

No matter what the time of the year the temperature is a matter of interest—that is why Taylor Thermometers mark the highest point in permanent advertising value, and the lowest point in successful advertising cost. Your advertisement on Taylor Thermometers is read by hundreds of customers and prospective customers every day.

### The Taylor

It makes no difference what you sell—you can tell your business story better, longer, and cheaper on Taylor Thermometers than in any other way.

Every one to whom you send a Taylor Thermometer with your advertisement on it, values the gift, puts it where it will be seen, and keeps it there.

**TAYLOR BROS. CO.**

There are many ways of advertising by use of seasonal novelties, but none so applicable all the year—so certain of attention as an artistic, striking Taylor Thermometer. We have been making Thermometers 60 years, studying their advertising significance and we have some interesting facts to put before you.

### Thermometer

We won't send a salesman if you write, but we will send some interesting literature. Write us today on your business stationery stating official position, mentioning Printers' Ink, and we will send, without charge, a handsome card thermometer—as a sample, in addition to our literature, write today.

**ROCHESTER, N. Y.**

Where the good Thermometers come from.



## New York Addressing and Mailing Dispatch

**FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED**

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

**Compilers of Original Mailing Lists of Automobile Owners**

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

**Dispatch Bldg., 43 Fulton St., New York, N. Y.**



## The Effective Way to Keep Your Name Before the Buyers

Here is a "sales-aid" that really will promote sales by securing the buyer's good will and by serving as a constant reminder and a suggestion to order your goods.

**A SOLID 14kt.  
GOLD DIAMOND  
POINT SAFETY  
CLIP FOUNTAIN  
PEN**

—with *your name* on the holder in any color enamel.

—and our guarantee of absolute satisfaction to the user.

From \$30 to \$100 per hundred.

This Sterling silver fountain pen, \$1.00 each, as a sample of our better quality Pens.

Just write us what price pens you would like to test and we will gladly send samples.

Other fountain pens with gold-plated nibs from 10c. to 25c. each in 500 lots for promiscuous distribution.

**Diamond Point Pen  
Company**

86-88 E. Fulton St., New York  
Largest Manufacturers in U. S.

vertising agency and flooded the country with "human-interest stories" written about the camp, its mines and its men. Rice says:

Most of the stories were accepted and published. Whenever hesitancy was observed publishers were tempted by the news bureau with large advertising copy to continue to give the camp publicity.

Of such great assistance in arousing public interest did I find this work that noted magazinists like James Hopper were imported into camp and pressed into service by the News Bureau to write readable stories.

Reports of gold discoveries, high play at gaming tables, stampedes, holdups, narrow escapes, murders, etc., real and occasionally unreal, were used to rouse the public's attention to the fact that a mining camp called Goldfield was on the horizon.

Rice subsequently organized a company of his own which made \$3,000,000 in nine months. One \$10,000 advertising campaign sold \$320,000 worth of mining stock *within ten days* with an oversubscription of \$70,000 into the bargain.

### PRESTO COLLAR MAN ON EX- PORT OPPORTUNITIES

An increased interest in American ideas on the part of business men in Europe, particularly in Germany, is noted by Leon Mann, president of the Presto Collar Company, who recently returned from a trip abroad. He found much to admire, however, in German laws and customs, particularly the fixing of a minimum wage in the tailoring trade, which harmonizes differences and standardizes conditions.

"While abroad I completed the further organization of the offices of the Presto Coat Collar Company, which I established in the capitals of these countries during the early part of 1910.

"Another object of my trip abroad was to formulate and start advertising campaigns in these countries to popularize the Presto Collar for men's, women's and children's outer garments, and to secure licenses among the most prominent manufacturing concerns in these countries. I am glad to state that these various campaigns proved successful."

Earl Ellwood McCleish has left the newspaper field to become assistant advertising manager of the Regal Motor Car Company of Detroit. For several years Mr. McCleish was city editor and later telegraph editor of the Buffalo Express. In New York State his articles on aviation are well known. As a newspaper man, he scored the first "beat" in things aeronautical, covering Curtiss' first successful flight across Lake Keuka.

### Novel Forms of Auxiliary Advertising

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Auxiliary Advertising Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

George Borgfeldt & Company are using a heart-shaped aluminum locket as a means of distributing samples of their perfumes. A small circular hole in the face of the locket discloses a felt pad which is scented with the desired cologne. On the reverse side are printed the company name, address, etc.

A combination of postal-card and booklet is going through the mail for one cent. The booklet has eight pages and cover, back cover pasted on postal and held in place with a metal clip. Received from S. De Witt Clough. (Patent applied for.)

Henry R. Bauer, advertising manager for Weser Pianos, sends a unique trade circular. It not only has a return postal but a small lead pencil, carefully sharpened, is attached by seal. The idea is that no excuse can be offered for not signing and returning instantly. The circular has been sent to the retail trade, and, judging by results, has made a very favorable impression.

An out-of-the-ordinary novelty in the form of a metal inkstand has been put out by the Bush Terminal Company to give manufacturers a graphic idea of the Terminal buildings. The stand is a model of one of the Bush structures and is about six inches in height. The roof covers two wells, and freight cars at one side serve as a pen rack.

Another inkstand has been the means of securing a valuable mailing list for the Geo. M. Newton Company. In the shape of the steam-trap valves manufactured by this concern, it has been offered free in the company's trade paper advertisements to those in charge of the purchasing of supplies for their plants.

An improvement over the use of milk bottle stoppers, for advertising purposes, has been brought out in the shape of a wooden cork, stamped with the advertiser's story. The cork can be used permanently and is also fitted with a small steel hook for removing the pasteboard stopper supplied with all bottles.

A V-shaped metal contrivance for berry hulling is being sent to consumers, to good effect, by manufacturers of kitchen utensils, canners and retailers in particular. The huller is simply a strip of nicked tin, with blunt ends, and is operated by pinching the points together over the stem of the fruit.

## If Your Advertising Booklet Doesn't "Pull"

you need CAMEO, and if it does "pull," CAMEO will make it more effective. The reason is that CAMEO lends a charm and distinction of its own to good typography and engravings. CAMEO is an absolutely lustreless, coated paper which enriches illustrations, deepens half-tones, dignifies type.

# CAMEO PAPER

White or Sepia—for Printed Matter.

There is no reflection of light, no glare from CAMEO. Therefore, it pleases the eye. Next, its marvelous, velvety surface gives a photogravure effect to common half-tones. A two-tone ink, brown or green, on Sepia CAMEO, gives the richest effect possible with one-impression printing.

Our Specimen Book is Yours for the asking. It should be in the hands of every man who has to do with printing.

**S. D. WARREN & CO.**  
163 Devonshire Street, Boston, Mass.

## The Little Schoolmaster's Classroom

"Give me a simple rule for the use of white space," says an interested member of the class.

There are a number of safe rules covering details of display, but no simple, safe rule on the use of white space can be given. A general rule about white space, like a rule about copy, must be subjected to so many exceptions that its simplicity soon vanishes. Proper white-space treatment depends on the medium, the article to be advertised, and the plan of selling.

The Schoolmaster was about to say that it is a sure thing that white space conveys no message, but even this is subject to qualification, for the liberal use of white space undoubtedly sometimes creates a little distinctiveness and may suggest to the observer that the advertiser is big and strong. Such subtle suggestions are often as valuable as direct statement.

Nevertheless, it is true that the primary purpose of white space is to afford contrast—to make displays stand out well, and to make advertisements more readable.

But we have different kinds of white space to deal with and different kinds of advertisements to use it in. The white space of a newspaper is different from the white space of a magazine printed on super paper, and there is a difference between white space on super paper and white space on enameled paper.

"Use plenty of white space," is a rule that more than one adviser has given, and thereupon some of the uninitiated proceed to include broad bands of white space and leaded 8-point or 10-point body in a little mail-order advertisement printed on good white paper in a magazine with a line rate of \$2 to \$5.

The white space of a newspaper, being what might be called

a "dirty white," affords much less contrast than real white space would. Consequently more space must be used to get the needed contrast. Then, too, the space of the newspaper being cheap, more large advertisements are used, and thus it is necessary for each advertiser to either use more space or buy special position.

The newspaper conditions do not prevail with the magazine printed on a good grade of paper. The white is better; there are not, as a rule, so many advertisements on the page; and there is usually more variety to the dis-

The New York Hotel  
That's in the Center  
of Everything

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**Hotel Empire**

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\$1.50 \_\_\_\_\_  
2.00 \_\_\_\_\_  
3.50 \_\_\_\_\_

---

W. Johnson Quinn, Proprietor

**Hotel Empire**

FOR FAMILIES AND TRANSIENTS  
Broadway and 63rd St.  
(Lincoln Square)  
New York City

**IN THE VERY CENTRE OF EVERYTHING**

All surface cars pass or transfer at this station. Subways and "L" connect, two minutes.

**ALL MODERN IMPROVEMENTS**

Rooms with detached bath \$1.50 per day  
Rooms with private bath 2.00 per day  
Suites with private bath 3.50 per day

European plan, also combination "break and sleep" plan.

**EXCELLENT SERVICE**  
**FINE MUSIC**  
**W. JOHNSON QUINN**  
Proprietor

plays, which means that all have a better chance. In small advertisements, small type can be used solid without detriment. Mail-order advertisements frequently look well with a white-space margin of only four points.

The article to be advertised has as strong a bearing on the white-space treatment as the medium and the size of the advertisement.

Some advertisements deal with such interesting subjects that with a strong attention-attracting headline or an apt illustration you can be sure of getting a careful reading of a reasonable amount of

small body type set solid; and experience has shown that with advertisements of this sort returns are not always proportionately increased when the size of the advertisement and the size of the type are enlarged. The Schoolmaster has just seen some correspondence between a publisher and an experienced advertiser of an article that sells at from \$11 to \$27.50, according to the model. The advertiser can get an attractive headline, illustration, and all the text needed to interest people and draw inquiry for a booklet, into two inches of magazine space. After years of experience, he has been able to reduce his cost to twenty-eight cents per inquiry. On yielding to a certain publisher's persistence this advertiser recently prepared and inserted a two-line advertisement. The returns were increased but not proportionately—the cost for inquiries climbing to eighty cents. It is evident, therefore, that this advertiser ran into the law of diminishing returns when he increased his space.

On the other hand, there are advertisements on subjects that do not possess such inherent interest. Few, if any, ad men can compel people generally to read a long, closely set, small-type advertisement about a scouring powder. In such cases we must use white space liberally and throw a concise message out boldly, in almost billboard style, so that he who runs may read.

Don't scatter or "dilute" the white space. It is common to see advertisements with so much leading of body and other distribution of white space that the entire advertisement has a pale, uncontrasting effect that is as ineffective as the overdisplayed advertisement. Note the Hotel Empire advertisement: this copy would be much helped by a concentration of the white space and the body matter. Neither the attention-attracting or the easy-reading qualities are helped by sticking detached pieces of copy all around, centering many displays, and having the advertisement full of spots and strips of

## The Star Smashes All Records

In Increased Advertising For Month of March

In March, 1911, Local Advertising in the Star showed an increase of 8,930 inches over March, 1910.

Our nearest competitor in March, 1911, showed an increase of 28 inches over March, 1910.

**THIS EXCEPTIONAL INCREASE IS BASED ENTIRELY ON RESULTS.**

Sworn Average Circulation of The Daily Star for March, 1911, was

**21,058**

The Lincoln Daily Star has a larger circulation in Lincoln than any other newspaper. The Lincoln Daily Star has the largest circulation in Nebraska of any Nebraska newspaper published outside of Omaha.

**Wanted small specialties and novelties also children's wearing apparel and household utilities for exclusive mail order house just organized. Reynaud & Co., Whitehall Bldg., New York.**

**LEONARD**  
**COIN**  
**MAILING**  
**CARD**

Used in soliciting letters and brings the money to you. People answer because they can send money easily and know it is safe. Try them and be convinced. Sample dozen 20c. postpaid; 100 for 75c. postpaid; 500 with any printing, \$5.25; 5M \$10.00, F.O.B., Detroit.

**The DETROIT COIN WRAPPER CO.**  
 225 Harper Avenue, Detroit

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

**Lincoln Freie Presse**  
 LINCOLN, NEB.



white space. Concentrate the white space, and set the text in good, plain, uniform style. The billboard style of display, with nearly every line of display, is the right style for billboards, but not for advertisements to be read with the newspaper or magazine in the hand. Compare the revised layout for the Hotel Empire advertisement.

It is a safe rule to have no full-measure strip of white space within the main body of the advertisement that is deeper than the white-space margin around the body.

**Prints and Adds  
Right Before Your Eyes**



*That's the secret of WALES speed and accuracy. It means no handling forward or backward to one printing or totals—no lifting of carriage. No other adding machine is so completely stable.*

**WALES**  
Visible Adding Machine

**5-Year Guarantee**  
The WALES is the only adding machine with a 5-year guarantee. It is the only machine that gives you positive assurance of perfect operation for 5 years without cost of repair expense.

**30-Day Free Trial**  
Use the WALES in your office for 30 days. Test it as you like. If it is not satisfactory, you may return it to the dealer. If it is satisfactory, you will receive a check for the amount of the purchase price. No money out of your pocket.

**THE ADDER MACHINE COMPANY,**  
Wilkes-Barre, Pa.  
Agents in All Leading Cities.

Where a short display line next to the border leaves a spot of white space on each side, that display line may properly go closer to the border than the white-space margin would ordinarily put it (see the "Hotel" and "Proprietor" displays in the original Hotel Empire advertisement), for the extra white space at the sides exaggerates the white space between display line and border.

Excessive white space at the top of an advertisement is likely to make the entire display appear bottom-heavy. An advertisement doesn't look wrong if the top is heavier than the bottom, but the effect is poor when the

bottom appears heavier than the top.

Remember that a display line must have a little white space around it to make it stand out well. But don't get the idea that body type must always be leaded. Body type is scientifically cut to be readable when set solid in proper measures. Generally speaking, 6-point should not be set wider than 18 picas and 8-point should not exceed wider than 25 picas. Leading will make it easier for the eye to follow wide measures of body matter and thus permit wider setting, but it is often a better method to either use a larger size of type or to break the space into two columns of moderate, easy-reading width. When it is essential to give the advertisement a light, open style, leading is the right thing to do.

The Wales Adding Machine advertisement is an unusually fine example of white-space treatment and of good display generally. Note that the pale silhouette figure is lighter than the illustration of the machine. Though we have here the human-interest element, the figure is without personality, and this fact, the lighter tone of the drawing and the dotted lines all serve to force attention to the machine. The triple-rule border is just strong enough; a 6-point solid border would have spoiled matters. The border arrangement around the coupon makes the diagonal corners of the advertisement balance. Note how strongly the headline is brought out; the eye can't miss it. The name display is in a position where it is in good balance with the other displays. The other displays are subordinated, so that the illustration and the two principal displays get a fine chance. The body type is just enough heavier than old style Roman to make this page as a whole of distinctive tone.

This Wales advertisement merits close study.

Willis Conant, new England representative of the *Monthly Magazine Supplement*, has been appointed Western representative of that publication with offices in Chicago. His place in New England will be taken by H. B. Abbott.



# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENCIES

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

## ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

**"CUBA OPPORTUNITIES"**—the only monthly on the island published in both Spanish and English. Circulates on every sugar estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Maclean Beers, Editor, Box 1078, Havana.

## AD. WRITERS

**ATTRACTIVE** Booklets, circulars and brochures written in pure, forceful English. Material prepared for 8, 12 page house organs. Snappy, business getting form letters written. Reasonable rates. H. E. Ising, 2812 Av. F, Bklyn, N. Y.

## BILLPOSTING

**FRED PEEL**, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

**8¢ Posts R.I.**

Listed and Guaranteed Showing Good Locations. Mostly individual boards. Write for open dates. Standish Adv. Agency. Providence R.I.

## BOOKS FOR SALE

96 Handsomely bound volumes, Advertising Periodicals, 1889 to 1902. 35 Printers' Ink, 10 Hand Printer, 10 Profitable Advertising, 11 National Advertiser, 7 Fame, 21 Miscellaneous. Binding cost \$125. Perfect Condition. \$100 including unbound Nov. for 1903-1904. **JOS. RUST,** Kansas City, Missouri.

**FOR SALE:**—Complete file of *Printers' Ink*, Nov. '09 to Oct. '10; also complete file *Advertiser's Guide* (published by the late Stanley Day), June, 1889, to June, 1906. Make me an offer. Box 201, New Market, N. J.

## BUSINESS OPPORTUNITIES

**CIRCULARS, BOOKLETS**, etc., built with scanty regard for tradition or "humdrum." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

## ENGRAVING

**DESIGNERS and ENGRAVERS** in one or more colors for Catalogues, Advertising displays, Hangers, Booklets, Postal Cards or other Commercial needs.

**GATCHEL & MANNING, (Est. 1889)** Sixth and Chestnut Sts., PHILADELPHIA.

## FOR SALE

**TO** close an estate, will sell at sacrifice a complete Photo-engraving Plant, fully equipped with three cameras, located in Buffalo. For particulars, address **V. R. BLEHDON, Brisbane Building, Buffalo.**

**AUTO BARGAIN:** Having purchased a new 1911 6-cylinder Pierce Arrow, will sell my 1907 Peerless for \$600 cash or fine real estate in live residential section. Has toured over 60,000 miles and been repaired at total cost of \$1,500 in four years, about \$800 last season. Complete with top, Jones Speedometer, racks, carriers, magneto, etc. Bargain for someone. Car may be seen at my garage by appointment, or at Ellis Motor Car Co., Newark, N. J., at any time. **GEORGE H. POWELL, 11 East 24th Street, New York.**

## HELP WANTED

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

## INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT** Anything You Want to Know. 341 Fifth Avenue, New York.

## LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog. **Fenton Label Co., Phila., Pa.**

## LETTERS

**M**ERE sales letters alone won't pull the orders in your direction. You need a logical well rounded sales plan upon which to build your little paper salesman. A scientific merchandising plan. I do such work for big men. Write me. "REZULTZ," care of Printers' Ink.

## MISCELLANEOUS

## GEORGIA AUTOMOBILE OWNERS

Their names and addresses,  
5,636 of them for \$25

THE TIMES CO., Loganville, Ga.

**Y**OU can tell your story to any one in the United States for 1 cent or 2 cents postage; or by form letter send your message anywhere in the world for 1 cent postage. What you can accomplish by mail is unlimited; but your letter must be impressive, rightly impressive, to bring the desired results. Let me tell you what I can do in the way of preparing your copy for such a letter. Address JOHN F. NIEMAN, Woodville, Ohio.

## NEWSPAPERS WANTED

**M**OST large advertising appropriations are placed through Chicago agencies. Representation will get your share. Have well established office and active soliciting staff. Address Box H., care Printers' Ink Chicago Office.

## POSITIONS WANTED

**E**DITOR AND WRITER, 47, good newspaper record; now writing for publishing house; desires connection with weekly or monthly publication; all round man: good make-up "EDITOR," care Printers' Ink.

**C**APABLE detail man who has made good with large special agency handling correspondence, rate quoting, etc. Desires position with opportunity ahead. Highest references. Address "SPECIAL," care of Printers' Ink.

**N**EWSPAPER advertising manager with grit and ginger has doubled small daily inches and rate. Resourceful; energetic. Want same job with larger field and opportunity. Temperate—27—married. Box 21, Meadville, Me.

## OPPORTUNITY—

I am on the right road and can't back up—am studying advertising and want an

## OPPORTUNITY TO GROW

Box 173, care of Printers' Ink.

## Advertising Manager

wholesale and retail clothing; seeks change May 1st. Splendid record; highest recommendations. Age 38; married. "Live Wire," care Printers' Ink.

**N**EWSPAPER requiring Advertising Manager can secure expert who has been personally in touch with Agencies and largest General Advertisers U. S. and Canada past 6 years. Age 35. 14 years' experience writing and selling Advertising. Address "RESULTS," care of Printers' Ink.

**A**DVERTISING Accountant and Statistician wants position in Advertising Agency. 5 years experience keeping records of advertising in practically every newspaper in United States. Good as office manager and systematizer for agency. Now with one of largest advertisers—but wants to change. Box 936, care Printers' Ink.

## BUSINESS MANAGER

of Daily Paper is open for position. Man of ability; experienced in advertising, local and foreign, circulation; systematizer of office work; also job plant, etc. Successful handling men. Good references. Address "DAILY," care of Printers' Ink.

## INITIATIVE

## PERSEVERANCE

Trained newspaper man with these four characteristics, now employed, wants to connect with adv. agency. Will bring red blood and grey matter to develop a modest start into an unlimited future. "PROGRESS," care of Printers' Ink.

## ACUMEN

## ANALYSIS

## Sales Manager—Advertising

Gentleman of ten years advertising and mercantile experience is open for a position with large mercantile house or manufacturer, who is desirous of putting on an extensive advertising campaign, capable of salesmanship as well as promoting campaign. Write me. Address R. C. BATTEN, Sioux City, Ia.

## ADVERTISING MAN

Thirty years of age. Twelve years' experience. Six years with one of Chicago's largest and most successful houses. Now advertising manager for large house. *Business bringing* copy writer. Extensive experience in newspaper advertising, bill boards, follow up and form letters. Practical knowledge of printing, lithography, drawing, engraving and paper. Expert layout man and compiler of *original* catalogs, booklets, folders and advertisements. Broad knowledge of mail-order business. My work is classed among the best. Write to-day for samples. Address "S. N.," care Printers' Ink.

## PRESS CLIPPINGS

**M**ANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

## PRINTING

**O**NE-HALF SAVED ON PRINTING. 1-M Bond letterheads, envelopes, cards, billheads only \$2.00. 5-M for \$8.00. Our location where expenses are low—make possible lowest prices for best work. Agents wanted, 20 per cent. commission. I. KITTREDGE PRINTING COMPANY, SOUTH FRAMINGHAM, MASS.

**G**ENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

## PUBLICATIONS WANTED

**P**UBLISHER'S representative with well-established Chicago office and corps of active solicitors, wants two more publications. Address Box 97, care Printers' Ink Chicago office.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1910, 22,611. Best advertising medium in Alabama.  
**Montgomery, Advertiser**, net average Dec., 1910, 8,126 dy; 24,305 Sun. Guarantees dy. 3 time Sun. 4 times the net paid circulation of any other Montgomery newspaper.  
**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using *Telegram* only. Rate 1½¢. per line flat.  
**Meriden, Journal**, evening. Actual average for 1910, 7,729; average for 1910, 7,801.  
**Meriden, Morning Record & Republican**. Daily aver. 1909, 7,739; 1910, 7,873.  
**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,783, 5c.  
**New London, Day**, ev'g. Av.'10, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd.  
**New Haven, Union**. Average circulation 1910, 17,367.  
**Norwalk, Evening Hour**. Average circulation 1910, 5,627. Carries half page of wants.  
**Waterbury, Republican**. Examined by A. A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

## FLORIDA

**Jacksonville, Metropolis**, Dy., '10, 13,701; Dec., '10, 4,639. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

**Chicago Examiner**, average 1910, Sunday 624,607, Daily 210,687, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.  
 The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.  
 The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Champaign, News**. Leading paper in field. Average year 1910, 5,154.

**Joliet, Herald**, evening and Sunday morning. Average for 1910, 7,551.

**Peoria, Evening Star**. Circulation for 1910, 21,143.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

## INDIANA

**South Bend, Tribune**. Sworn average March, 1911, 12,518. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 1,913 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. Average 1910, 6,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

**Louisville, The Times**, evening daily, average for 1910 net paid 46,834.

## MAINE

**Augusta, Kennebec Journal**, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1910, daily 10,199.

**Lewiston, Sun**. Daily average 1910, 5,440. Last 3 months of 1910, are 5,947.

**Portland, Evening Express**. Average for 1910, daily 16,936. Sunday *Telegram*, 11,265.

## MARYLAND

**Baltimore, American**. Daily aver. year 1910, 80,366; Sun., 104,902. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1910, 82,405. For March, 1911, 81,139.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average circulation.

Daily (2 cents a copy)

1910, 183,720—Dec. av., 188,643.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,923,108 lines

Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



**Boston, Daily Post.** Greatest March of the Boston Post. Circulation averages: *Daily Post*, 333,418, gain of 53,839 copies per day over March, 1910. *Sunday Post*, 302,381, gain of 39,037 copies per Sunday over March, 1910.

**Lawrence, Telegram,** evening, 1910 av. 8,643. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,663. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 18,763.

**Worcester, Gazette,** evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

### MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720, Sunday 11,619. Greatest circulation.

### MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Journal,** Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,248. In 1910 average Sunday circulation, 80,655. Daily average circulation for March, 1911, evening only, 77,906. Average Sunday circulation for March, 1911, 83,736. (Jan. 1, 1908, subscription rates were raised from \$1.00 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field. ☉☉

☉☉

☉☉

### CIRCULATIN



by Printers' Ink Publishing Company

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of *Sunday Tribune* for same period, 61,523.

**Minneapolis, Svenska-Amerikanska Posten.** Swan J. Turnblad, pub. Av. 1910, 66,180. A.A.A.

### MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1910, 126,109.

### NEBRASKA

**Lincoln, Deutsch-Amerikan Farmer** weekly 140,321 for year ending Dec. 31, 1910.

**Lincoln, Frate Press,** weekly. Average year ending Dec. 31, 1910, 141,048.

**Lincoln, The Weekly Enterpriser.** Only Socialist paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, 6,326. Reaches the farmers,

### NEW JERSEY

**Camden, Post-Telegram.** 9,433 sworn average for 1910. Camden's oldest and best daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** Ave. 1c-'07, 20,270; '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

### NEW YORK

**Albany, Evening Journal.** Daily average for 1910, 17,759. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 84,668.

**Buffalo, Courier,** morn. Ave. '10 Sunday, 86,737, daily, 46,284; **Enquirer,** evening, 33,278.

**Buffalo, Evening News.** Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

**Gloversville and Johnstown, N. Y. The Mirror Herald.** Daily average for 1910, 6,104.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1910, 6,941. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

### NEW YORK CITY

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1910, 7,658.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, 25,663 (☉☉).

**The World.** Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

**Poughkeepsie, Star,** evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

**Schenectady, Gazette,** daily. A. N. Lietz. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star.** Average 1910, 12,704. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

★ **Troy, Record.** Av. circulation 1910, (A. M., 6,102; P. M., 17,657) 22,759. Only paper in city which has permitted A.A.A. examination, and made public therefor.

Utica, *National Electrical Contractor*, mo. Average for 1910, 2,626.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, 15,487.

### NORTH DAKOTA

Grand Forks, *Norman*, Norwegian weekly. Actual average for 1910, 9,076.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,125; Sunday, 114,044. For March, 1911, 88,555 daily; Sunday, 123,913. Youngstown, *Vindicator*. D'y av., '10, 16,690; LaCrosse & Maxwell, N. Y. & Chicago.

### OKLAHOMA

Oklahoma City, *Oklahoman*. Average March, 1911, daily, 34,675; Sunday, 40,600.

### PENNSYLVANIA

Erie, *Times*, daily. 22,986 average, March, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y. Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Mar., 1911, 14,583. Only evening paper in Johnstown.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,522; '10, 6,003 (©©). Washington, *Reporter and Observer*, circulation average 1910, 12,396; Jan., '11, 13,621.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1910, 16,838. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,158 net in two years.

York, *Dispatch and Daily*. Average for 1910, 18,757.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending Dec. 31, '10, 19,828—sworn. Providence, *Daily Journal*. Average for 1910, 22,788 (©©). Sunday, 20,771 (©©). *Evening Bulletin*, 48,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 6,460.

### TEXAS

El Paso, *Herald*, year 1910, 11,351. Only El Paso paper examined by A. A. A.

### VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 8,625. Examined by A. A. A. Burlington, *Free Press*. Daily average for 1910, 9,113. Largest city and State circulation. Examined by Association of Amer. Advertisers. Montpelier, *Argus*, d'y., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

### VIRGINIA

Danville, *The Star*. Aver. Feb., 1911, 4,479; March, '11, 5,104. Largest circ. Only eve. paper.

### WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,741 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The *Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,967 Sunday, 27,948.

Tacoma, *News*. Average for year 1910, 19,312.

### WISCONSIN

Janesville, *Gazette*. Daily average, Mar., 1911, daily 8,649; semi-weekly, 1,728.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 8,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ. for 12 mos., 63,631 Daily Av. March, 65,529. March gain over 1910, 3,101. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 608 Milwaukee homes. Flat rate 7c. per line. C. D. Bertolotto, Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N. Y. City. Oshkosh, *Northwestern*, daily. Average for year 1910, 10,052. Examined by A. A. A.

Racine, *Daily Journal*. March, 1911, circulation, 5,410. Statement filed with A. A. A.



Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,527. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office.



41 Park Row. W. C. Richardson, Mgr.

### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily Feb., 1911, 51,322; weekly 1910, 26,446; Feb., 1911, 29,564. Winnipeg, *Der Northwestern Canada's National German weekly*. Av. 1910, 18,484. Rates 56c. in-

a paper that

covers its field

THE WINNIPEG

# TELEGRAM

Guaranteed Circulation

Daily, 36,000; Weekly, 30,000

If you want results—use **The Telegram**. "I received 250 replies from a 70 line ad. covering the territory from Fort William as far west as Revelstoke and as far north as Prince Rupert and Edmonton."—E. S. Sutherland, Vancouver, B. C.

Special Advertising Agents

Verree & Conklin  
New York

Wallis & Son  
Chicago

### QUEBEC, CAN.

Montreal, *La Presse*. Daily average for March, 1911, 103,194. Largest in Canada.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Tribune** is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper. Classified wants printed in March, 1911, amounted to 258,300 lines. The number of individual advertisements published were 34,473. Rates 1 cent by Printers' Ink Pub. Co. or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co. or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Mar., 1911, amounted to 250,365 lines; the number of individual ads published were 29,833. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,442. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The *Mobile Register* (☉). Established 1821. Richest section in the prosperous South.

## GEORGIA

*Atlanta Constitution* (☉). Now as always, the Quality Medium of Georgia.

## ILLINOIS

*Bakers' Helper* (☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (☉). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

*Louisville Courier-Journal* (☉). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉).

Boston *Evening Transcript* (☉), established 1890. The only gold mark daily in Boston.

Boston, *Textile World Record* (☉). Not an organ, "—but the leading textile magazine.

Worcester *L'Opinion Publique* (☉). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉).

## NEW YORK

*Brooklyn Eagle* (☉) is THE advertising medium of Brooklyn.

*Army and Navy Journal*, (☉). First in its class in circulation, influence and prestige.

*Century Magazine* (☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (☉) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News** (☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

*Engineering Record* (☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

*Hardware Dealers' Magazine* (☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

*New York Herald* (☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

*The Evening Post* (☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (☉) has the largest circulation of any technical paper in the world.

The *New York Times* (☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (☉), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (☉), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. March, 1911, sworn net average, Daily, 80,559; Sunday, 177,146.

## THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

*Providence Journal* (☉), a conservative enterprising newspaper without a single rival.

## TENNESSEE.

The *Memphis Commercial-Appeal* (☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The *Seattle Times* (☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The *Halifax Herald* (☉) and The *Evening Mail*. Circulation 18,768, Flat rate.



## Business Going Out

The American Thermos Bottle Company, of New York, is considering an extensive magazine campaign in the leading general, weekly and women's publications through the Coupe & Wilcox Company, of New York.

The Waltham Watch Company has made up a list of general mediums for next season's campaign. Orders will be placed by the Federal Advertising Agency.

The Wyckoff Advertising Agency, of Buffalo, N. Y., is using New York state papers for the advertising campaign of the Boston Varnish Company, of Boston, Mass., manufacturers of the "Kyanize" floor finish.

The La Pierre Manufacturing Company, of Newark, N. J., is planning an extensive advertising campaign of the La Pierre Automatic Tongs and other sterling silver specialties. For the present trade-papers will be used to secure a wide distribution. Later, when this is perfected, it is intended to use magazines of general circulation. This account is being handled by Coupe & Wilcox, of New York.

Newspapers generally are being used by W. F. Young, Springfield, Mass., advertising Absorbine Jr. Contracts go through the George G. Powning Agency, New Haven, Conn.

Philadelphia papers are receiving a schedule for the advertising of the Miller Shoe Tree. The Boston office of the Wyckoff Advertising Company is placing the account. Undoubtedly other large cities will be taken up later.

Newspapers are being used for the advertising of the Herald Range through Wood, Putnam & Wood, Boston.

This agency is also using a few general publications for the Paul Manufacturing Company.

The Patent Vulcanite Roofing Company, of Chicago, is using Western papers through the Leven-Nichols Advertising Company, of Chicago, to advertise "Vulcanite Woven Roofing."

The H. B. Humphrey Company is contracting with newspapers for large space on the advertising of Henry Traiser & Co., exploiting "Pippins," a five-cent cigar, and "Traico," a new ten-cent brand.

The agency is also handling the publicity of the Massachusetts Breweries Company. Pfaff's Lager and Alley's Ale are advertised.

The Magee Furnace Company, Boston, has an added feature for its line

of ranges in a plate glass oven door. As soon as a sufficient quantity of the new models are in stock, it is rumored, an extensive newspaper campaign will be started.

Weingarten Bros., of New York, are making contracts with Southern papers through the Federal Advertising Agency, of New York. The contracts call for 3,000 lines to be used within one year.

The Northern Shoe Company, of Duluth, Minn., recently entered the advertising field. Farm papers are being used to cover the smaller towns and villages in the West.

The George Batten Company, of New York, is making contracts for daily papers generally for the advertising of McCallum Hosiery.

Charles Kaufman & Bros., of New York, are making contracts with Southern papers for thirty-six inches, six times, through Lord & Thomas, of Chicago.

Hunt's Perfect Baking Powder Company, of Minneapolis, Minn., is sending Western newspapers three inches, sixty times, through the Dollenmayer Advertising Agency, of Minneapolis, Minn.

The advertising of the I. S. Johnson Company, Boston, Mass., is handled by the Boston office of N. W. Ayer & Son. A large list of daily and weekly newspapers and agricultural mediums is used for Johnson's Anodyne Liniment and Sheriden's Condition Powders. Next year's list will be made up early in the summer.

The McCrum-Howell Company, of New York, is sending copy to a selected list of newspapers through the Van Cleve Agency, of New York.

Magazines are receiving copy from the Cowen Company, John Hancock Bldg., Boston, on the Sturtevant Vacuum Cleaner, the product of the B. F. Sturtevant Company, Hyde Park, Mass.

The George Washington Coffee Refining Company, of New York, will shortly start a territorial newspaper campaign to advertise a new kind of coffee in powdered form, made right in the cup. The advertising both to the consumer and to the trade is being planned and placed by Coupe & Wilcox, of New York.

H. E. Lesan, of New York, is placing contracts for the advertising of Knox's Gelatine in Southern and Western newspapers.



C. H. Touzalin, of Chicago, Ill., is sending orders for fifty lines double-column, nineteen times, to Southern papers.

Large cities will be used by the U. S. School of Secretaries, of New York, in a newspaper campaign handled by Nelson Chesman & Co., of New York.

Miller Watt & Co., of Chicago, Ill., are using newspapers on the Pacific Coast through Sherman & Bryan, of New York.

The Securities Advertising Agency, of New York, is sending out orders to Texas papers for Geller, Rolston & Hran, of New York.

H. E. Benjamin Advertising Agency, of Philadelphia, Pa., is sending Pennsylvania papers copy for Keeler's Cold Cream.

The Anchor Steamship Line, of New York, is using Western and Pacific Coast newspapers through C. H. Touzalin, of Chicago.

The Ammo Company, of Buffalo, N. Y., is using a selected list of newspapers through Ewing & Miles, of New York.

The Kennedy Company, operating a chain of clothing stores through New England, has opened a large and attractive store in Boston. All the Boston newspapers have been favored with large copy.

The New York, Ontario & Western Railroad is planning a campaign in New York City papers to advertise the summer resorts along its lines. The Collin Armstrong Advertising Agency, of New York, is handling the advertising.

Gilman B. Smith & Co., of New York, are using trade papers to pave the way for a fall and winter campaign in magazines to advertise notion specialties. The advertising plans for this account are in the hands of Coupe & Wilcox, of New York.

Drake's Cakes are being advertised in a few New England cities regularly. The account is handled by the Boston office of the J. Walter Thompson Company.

Gustav Stickley, of New York, is planning an educational campaign in home-building publications to advertise the Craftsman Fireplace System of Heating and Ventilating. This advertising is being prepared and placed by Coupe & Wilcox, of New York.

Richard Savage, Jr., of West Philadelphia, Pa., is asking rates for an educational institution.

Carl Mack, of New York, is using magazines through Frank Kiernan & Co., New York.

The Simpson-Merritt Company, of New York, is using New Jersey papers through the Siegfried Company, of New York.

Carpenter & Corcoran, of New York, are placing four-inch copy in farm papers to advertise the "Auris," an electrical instrument for the deaf.

The Huntington Advertising Agency, of New York, is sending out renewal orders for the United Glove Company, and adding a few new publications to their list.

The Nugget Polish Company, of New York, is making contracts with Eastern papers to advertise "Nugget" shoe polish. This account is being handled by the J. Walter Thompson Company, of New York.

The Wyeth Chemical Company, of New York, are making 5,000-line contracts with Southwestern papers direct.

Orders for the advertising of the "Koskott" lavatories are being sent out through Geo. G. Powning & Son, of New Haven, Conn.

The Crossett Shoe Company, North Abington, Mass., is using newspapers generally in large cities where they have local agencies. The business is handled by the Blackman-Ross Company.

The Richard A. Foley Advertising Agency, of Philadelphia, is sending out additional copy for the Eckmann Manufacturing Company, of Philadelphia.

George G. Powning & Son, of New Haven, Conn., are placing copy for H. C. Bradford, of New York.

The Fowler-Simpson Company, of Cleveland, is sending out for the Diamond Rubber Company, of Akron, O., to a list of about 120 newspapers for the principal cities of the country, space approximating 500 lines, six insertions.

#### SPHINX CLUB ELECTS NEW OFFICERS

The concluding Sphinx Club dinner of the season last week was one of the best ever held. H. C. Brown, advertising manager of the Victor Talking Machine Co.; M. P. Gould, advertising agent, and J. D. Kenyon, vice-president of the Sheldon School, made addresses on the subject "Salesmanship as an Adjunct to Advertising." Mr. Brown's address is published elsewhere in this issue.

The annual election resulted as follows: President, George B. Van Cleve, advertising agent; vice-presidents, Collin Armstrong, W. R. Hotchkin, Gay Bradt and John H. Hawley; secretary, Justin McCarthy, Jr.; and treasurer, R. F. R. Huntsman, the New York representative of the Brooklyn Standard Union. The executive committee for the year will be composed of James A. O'Flaherty, Samuel Brill, William C. Freeman, George Ethridge, Preston R. Lynn, Philip A. Conne and Walter Hammitt.

F. J. Gibson, one of the six founders of the club, and for many years its secretary, was unanimously elected an honorary member of the organization.

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# Evidence

Exhibit No. 4

Stockholder Co-Operation

THE COFFEES OUR SPECIALTY  
CHOCOLATE SQUARES

WITH FRUITS AND VEGETABLES IN SEASON  
BUTTER, EGGS, &c.

THE UP-TO-DATE SHOW-BE FOR GOOD THINGS TO EAT

JAMES M. HEARN  
PORT BYRON, N. Y.

April 11, 1911.

Columbian Magazine Publishing Co.,  
#1 Madison Avenue,  
New York City.

Gentlemen.

It gives me pleasure to advise you that I have  
been induced to carry the following articles for the  
reason that they are being advertised in the Columbian.

Gold Medal Flour  
Kellogg's Toasted Corn Flakes  
Hand Sapolio  
Cream of Wheat

I am contemplating buying an automobile in the  
near future, and will investigate the different cars ad-  
vertised in the Columbian.

Wishing you a successful year, I am,

Respectfully yours,

*James M. Hearn*

## COLUMBIAN MAGAZINE

P. M. Raymond  
Advertising Manager  
1 Madison Avenue  
New York

New England Office, Western Adv. Manager  
Barristers Hall  
Boston, Mass.

Hugh Kapp  
Peoples Gas Building  
Chicago

CIRCULATION 142,000

# The Globe

TORONTO, CANADA

In every field there is one outstanding newspaper—one which by reason of its own inherent strength has become inseparably linked up with the very life of its people.

In Canada ninety-nine out of a hundred people will tell you that paper is The Globe.

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